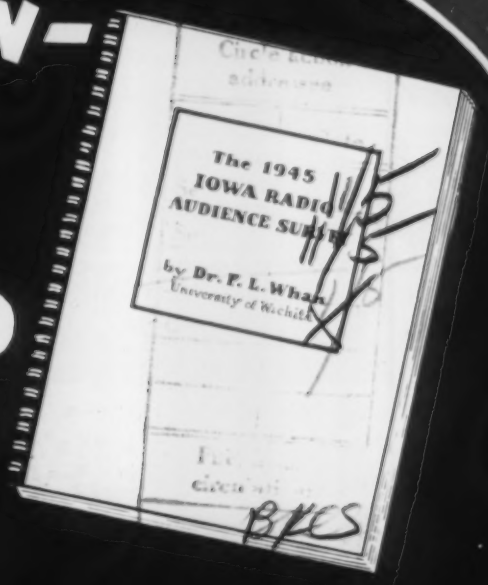
NOVEMBER 5, 1945 PRICE 15 CENTS

BROADCASTING

The Weekly Newsmaga... dio

Broadcast Advertising

READY SOON—
Your New
1945
IOWA RADIO
AUDIENCE
SURVEY!



●If you are interested in *knowing* about the Iowa radio audience's listening-habits, station preferences, program preferences—or almost any other factor affecting radio *results* in Iowa—you will find the 1945 Iowa Radio Audience Survey the most informative and valuable study you have ever read about this sales territory. It is no exaggeration to say that many agencies and advertisers would gladly pay thousands of dollars for the exclusive rights to its use. It is complete and authoritative—compiled by Dr. Forest L. Whan, from interviews and questionnaires in all 99 of Iowa's counties.

Read further details on Page 33 of this issue—then write for your free copy *today!*

WHO
for IOWA PLUS!

DES MOINES . . . 50,000 WATTS

B. J. PALMER, President

J. O. MALAND, Manager

FREE & PETERS, Inc. . . . *National Representatives*

IN THIS ISSUE: RADIO'S MURALS . . . HISTORY OF THE ...

A Bell for Grovertown

IT was the only church in the small farm community near Grovertown, Indiana. And when it burned down, it was a long hard struggle for the men and women of the neighborhood to rebuild it . . . especially with a wartime scarcity of materials. But the church was finished — except that it had no bell. Despite numerous efforts, a bell could not be purchased, found or borrowed.

So to WLS went the request for assistance. Art Page relayed the plea on his noontime program for farm families, "WLS Dinnerbell."

Within two hours following the announcement the church members had received two offers of a church bell from WLS listeners . . . and later mail deliveries brought many more!

Finding a church bell for a farm community may be thought a small thing in itself, but as a part of countless other similar services to Midwest farm people, it becomes a REAL reason why WLS enjoys the confidence and friendship of its listeners. Quick, effective response to the problems of the farm audience, added to frequent WLS market, weather and news reports, and to daily inspirational and entertainment programs, have made WLS the outstanding contributor to rural well-being throughout Midwest America.

890 KILOCYCLES
50,000 WATTS
AMERICAN AFFILIATE

A Clear Channel Station

WLS
CHICAGO 7

REPRESENTED BY
JOHN BLAIR & COMPANY

The PRAIRIE FARMER STATION

BURRIDGE D. BUTLER
President

GLENN SNYDER
Manager

MANAGEMENT AFFILIATED WITH **KOY,** PHOENIX, AND THE ARIZONA NETWORK, **KOY** PHOENIX ★ **KTUC** TUCSON ★ **KSUN** BISBEE-LOWELL-DOUGLAS

WSIX

The Voice of Tennessee's Capital City

NASHVILLE TENNESSEE

5,000 WATTS

980 KILOCYCLES

AMERICAN

•

MUTUAL

NASHVILLE

Tops in Tennessee for *POSTWAR BUSINESS

★ *Radio Daily Survey*

Let's Look at the Record

Nashville is one of only sixteen cities on Radio Daily's list of American cities with an A-1 rating for postwar business possibilities . . . Nashville's gain in population and per capita income since 1941 were above Tennessee's average and the national average as well. Important, too, is the fact that retail sales in Nashville jumped 10.4 per cent in 1944 as compared to the retail sales of the previous year . . . reaching an all-time high.

In this rich, Middle-Tennessee market—with over a million potential buyers for your product—WSIX offers a big, attentive audience guaranteed by top-notch programs on both the AMERICAN and MUTUAL networks . . . and a wide coverage . . . It will pay you to include Nashville and WSIX in your plans.

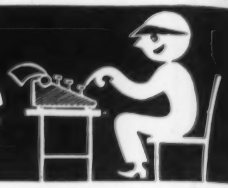
• • • •

Represented Nationally by

THE KATZ AGENCY, INC.

Published every Monday, 53rd issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

BROADCASTING... at deadline



Closed Circuit

IT'S ONLY gleam in the electronic eye, but desire is developing for annual National Radio Week. Thought is expressed that broadcasters have been derelict in promoting themselves. Radio Week gives chance for broadcasting to remind public of its achievements.

WITH NAB reorganized, there's a drive on to get American, Mutual and Associated into trade association as members. NBC and CBS have been in right along; Mutual pulled out five years ago, while American (Blue) never joined after its divorce from NBC. Associated, of course, is newcomer in net field.

WHEN AND IF Congress approves a supplemental appropriation for FCC (now in House Appropriations Committee), don't be surprised to see Charles I. Siepmann, former BBC program expert, come up with a $9,000 executive post at the Commission. He's being boomed by Commissioners Wakefield and Durr for job which, by the way, will have lot to do with manner in which licensees present programs.

IN VIEW of President Truman's enthusiasm for his Hooper rating at his last news conference (see page 92), good possibility he will doff hat to broadcasting industry as National Radio Week gesture during next six days.

LEGISLATION to protect public from edicts of AFM President Petrillo will be introduced in House soon. Congressmen have been flooded with complaints beginning with Petrillo's ban of the Interlochen Music Camp broadcasts and reaching climax with his no duplication on FM ultimatum to networks [BROADCASTING, Oct. 29]. Public has been led to believe that favorite network programs will be available on FM as well as AM and complainants don't want substitutes.

ONE UPSHOT of latest Petrillo ultimatum to radio on separate fulltime staff of musicians for FM may be revival of American Network as FM entity. John Shepard 3d, chairman of Yankee Network and principal owner of FM venture which was dropped because of wartime conditions, may reactivate plan.

RADIO'S newest network—Associated Broadcasting Corp.—may undergo some financial realignment. Leonard A. Versluis, president and directing head, who owns WLAV Grand Rapids, evidently would like to see major market financial interest in operation.

COMMISSIONER William H. Wills may resign his FCC post, depending on recommendation of his personal physician in Vermont. The former Vermont Governor has returned home for a thorough checkup, following heart ailment which confined him to his Washington apartment. His doctor ordered him not to campaign for Senate few years back and if he tells the Commissioner to "take it easy," Gov. Wills is expected to submit his resignation to President Truman. If such develops, Republican leaders in Senate plan to demand that former

(*Continued on page 92*)

Upcoming

Nov. 4-10: National Radio Week.

Nov. 7-9: Assn. of Canadian Advertisers, annual meeting, Royal York Hotel, Toronto.

Nov. 19: British-American telecommunications conference, Bermuda.

Nov. 26-30: NAB Sales Mgrs. Exec. Com., Roosevelt Hotel, N. Y.

Bulletins

WAR DEPT'S *Army Hour* ends on Armistice Day, Nov. 11, with 189th weekly broadcast. Program began as full-hour production in April 1942 on NBC as "official military operation of the War Dept." and was cut to half-hour near close of war.

RADIO Luxembourg on Nov. 11 will be returned by U. S. to Compagnie Luxembourg Eoise, original private owners (20% owned by French Government and rest by individuals) when Interim International Information Service of State Dept., successor to OWI, moves activities to Frankfurt, Germany, as central point. Radio Luxembourg has been operated by OWI and IIIS since its capture from German.

RADIO in Victory Loan is topping all previous cooperation records for Bond drives, Treasury disclosed Friday. Placements: 860 stations using *Treasury Salute;* 850 *Music for Millions;* 607 Hedda Hopper, Jimmie Fidler, Dorothy Kilgallen diaries; 650 recorded one-minute messages from sports personalities; 598 recorded messages from farm, labor and management leaders.

BYRNES LAUDS RADIO

SECRETARY OF STATE Byrnes has sent the following letter to NAB President Justin Miller on radio's 25th anniversary:

"My dear Mr. Miller:

"On this occasion of the 25th anniversary of broadcasting in the United States, I want to express my own appreciation and that of the Department of State to the American radio industry and its personnel for their contribution to public understanding of our foreign policy. The readiness of the radio industry to offer its facilities has enabled the Government to reach the people in their own homes and discuss their problems and responsibilities in foreign affairs in international cooperation. I hope this helpful relationship will be continued in the same spirit of partnership which has obtained in the past.

"James F. Byrnes,
Secretary of State."

Business Briefly

KORET EXPANDS ● Koret of California, San Francisco (women's sportswear) increasing advertising in all media, to place transcribed quarter-hour *Hollywood Preview* nationally. Agency, Abbott Kimball Co., Los Angeles.

AHP APPOINTS ● American Home Products, New York (House of Louis Philippe cosmetics and Edna Wallace Hopper beauty preparations) names Doherty, Clifford & Shenfield, New York. Radio used in past.

JERGENS ON DON LEE ● Andrew Jergens Co., Cincinnati, starts sponsorship Dec. 2 on Don Lee Broadcasting System for 13 weeks of recorded repeat of Walter Winchell, Sunday, 9-9:15 p.m. (EWT) on American. Show on Don Lee, 8:30-8:45 p.m. (PCT). Agency, Lennen & Mitchell Adv., New York.

ENOZ CAMPAIGN ● Enoz Chemical Co., Chicago, plans spot campaign about March 1.

PLOUGH EXTENDS SPOTS ● Plough Sales Corp., Memphis (St. Joseph's aspirin) extending spot campaign on 40 additional stations for 52 weeks. Clarke R. Brown, recently released from Army, back on old job as radio director of Lake-Spiro-Shurman, Memphis, Plough agency, now buying additional spots.

CANDY FIRM BUYING ● Andes Candies, Chicago, on Oct. 29 started *Music Lovers Hour*, five-weekly on WCFL Chicago, 10:30 p.m. (CST), and sponsors new show, *Anniversary Girl*, beginning Nov. 11 on WBBM Chicago, 12:15-30 p.m. (CST) Sundays. Contracts for 52 weeks. Agency, Erle Baker Adv., Chicago.

AP MAY ADMIT RADIO

AMENDMENTS to the bylaws of the Associated Press, designed to place them in conformity with recent Supreme Court order for a change in rules regulating admission of new members and including a provision that would admit radio station owners as associate members of AP, will be voted on at special membership meeting Nov. 28 in New York. Associate members own no AP bonds, have no voting rights, and are not required to make news available exclusively to AP.

MARINES 170 YEARS OLD

MARINES are presenting special program on American, Nov. 10, 10:30-11 p.m., celebrating 170th anniversary. Featured will be Navy Secretary Forrestal and Marine Corps Commandant Gen. A. A. Vandegrift in cake-cutting ceremonies, Washington. Portions include dramatizations of all branches of Corps built around Platoon Sgt. Henry Smith—239-point man who is reenlisting—Dick Jergens' entertainment unit, Gladys Swarthout, Marine Band, and others. Maj. Frank Chapman does production, with script by Sgt. Frank Acosta (NBC Washington newsman), assisted by Sgt. Alvin Josephy (WOR New York special events). 1st. Lt. George Putnam (NBC news announcer) is m.c., narrator.

AFRA SIGNS WPTF

WPTF Raleigh, Friday signed contract with American Federation of Radio Artists. Contract subject to Selective Service and Training Act provisions governing returning servicemen.

more than

49¢ out of every dollar

spent in retail in

WEST VIRGINIA

is spent by listeners to

WCHS

CHARLESTON, W. VA.

5000 ON 580

Represented by Branham Co.

John A. Kennedy, Pres.
(on leave U. S. Navy)

Howard L. Chernoff
Managing Director

THE PACIFIC NORTHWEST MEANS...

KIRO

SEATTLE • TACOMA

Foreign Trade

Seattle-Gateway to the Orient

At Seattle, ninety-five steamship lines, four transcontinental railroads and two transcontinental airlines meet in the closest United States port to the Orient. Here is one of the three best natural harbors in the world . . . deep, sheltered, entirely free of ice and other navigational hazards. It has large, modern terminal facilities, to berth the largest ships afloat and to store and preserve vast quantities of the world's goods. As ocean trade with Russia and the Orient is resumed in constantly increasing volume, Seattle will continue to prosper as one of the world's great ports.

KIRO is the only 50,000-watt station in this rich market . . . it brings Columbia Programs to Seattle and the Pacific Northwest.

SEATTLE TACOMA KIRO

The Friendly Station

SEATTLE, WASH.

THE PACIFIC NORTHWEST'S MOST POWERFUL STATION

50,000 Watts

710 kc

CBS

Represented by

FREE and PETERS, Inc.

BROADCASTING

The Weekly Newsmagazine of Radio

Published Weekly by Broadcasting Publications, Inc.

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IN THIS ISSUE . . .

My Impression of Europe By Joseph Ream 10
Additional FM Grants Made 16
Index of Anniversary Stories 15
Bartley Heads FM Dept. of NAB 17
WWJ Uses Political Spots After Protest 17
Radio Men Discuss AFM With Miller 18
Community FM Antenna for All Likely 18
New Lab Will Study Radar 18
Wars Mightiest Seagoing Air Voice 20
Station Sale Ads Are Tried 20
Revere Substitutes New Show for 'Adventure' 20
Church Control of WKBW's Time Argued 23
WCAU Plans $2,000,000 Building 26
Westinghouse Ready for Color Video 40
Silbersack Named AHP Head 42
Washington Becoming Radio News Center 72
U. S. Leads in Talent Scouting 75
WCHS Hidden Ownership Denied 82
Radio Price Control May Be Lifted 84

DEPARTMENTS

Agencies 58
Allied Arts 56
Commercial 48
Editorial 52
FCC Actions 86
Letters to Editor 32
Management 48
News 60
Our Respects To 52
Production 54
Programs 64
Promotion 66
Sellers of Sales 10
Service Front 44
Sponsors 62
Technical 60
Sid Hix 16

At Washington Headquarters

SOL TAISHOFF
Editor and Publisher

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ADVERTISING: S. J. Paul, *New York Advertising Manager;* Patricia Foley.

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Fred W. Sample, *Manager;* Jean Eldridge.

HOLLYWOOD BUREAU
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David Glickman, *Manager;* Marjorie Barmettler.

TORONTO BUREAU
417 Harbour Commission Bldg. *EL*gin 0775
James Montagnes, *Manager.*

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SUBSCRIPTION PRICE: $5.00 PER YEAR, 15c PER COPY

as we've been telling you... WSPA swings the balance your way!

Hooper Station Listening Index*

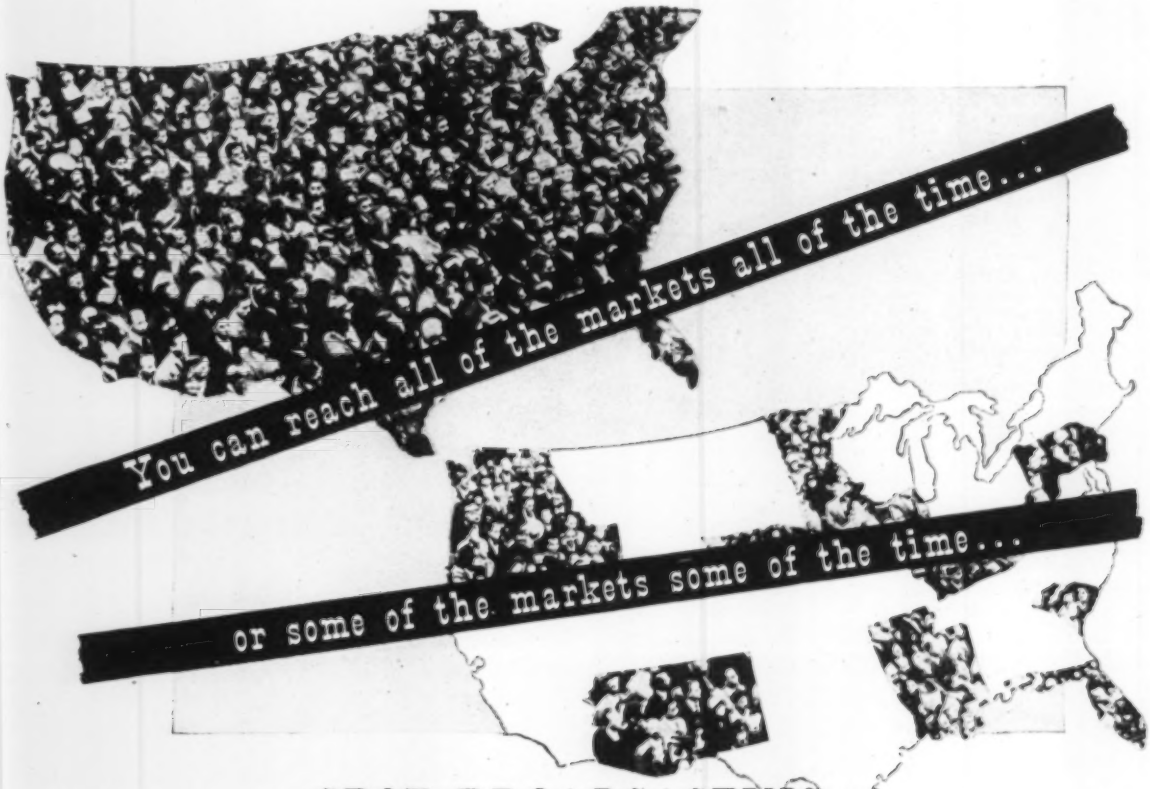
	Index	Sets In Use	WSPA	Station B	Station C	Station D
Monday through Friday	8:00 AM 12:00 N	20.7	52.8	40.0	5.8	0.9
Monday through Friday	12:00 N 6:00 PM	16.3	53.0	34.1	8.7	3.0
Sunday through Saturday	6:00 PM 10:00 PM	26.2	74.8	21.6	1.8	0.3

*Spring, 1945

WSPA

Spartanburg, South Carolina
Home of Camp Croft

5000 watts Day, 1000 watts Night, 950 kc. Represented by George P. Hollingbery



when flexible SPOT BROADCASTING sells for you!

WHETHER your product is distributed nationally or regionally... sells fifty-two weeks a year or seasonably... *flexible* SPOT BROADCASTING assures maximum effectiveness for your advertising plans.

For Spot Broadcasting is a powerful medium all by itself—ever ready to keep your advertising abreast of today's quick-changing conditions. With Spot Broadcasting you select the markets you want—no compulsion about groups, chains or combinations. And you choose the *best* times on the *best* stations in these markets... selecting the type and length of program that *best* fits your audience.

No wonder then that now, while markets, quotas and selling problems shift faster and faster, the flexibility of Spot Broadcasting is proving itself the salvation of many an advertiser! Perhaps it will do the same for you. Ask a John Blair man. He knows markets... he's a merchandising expert... and he represents many of the country's finest radio stations.

JOHN BLAIR & COMPANY

THE VALUE OF INFORMATION IS MEASURED BY ITS RELIABILITY

Offices in Chicago • New York • St. Louis • Los Angeles • San Francisco

REPRESENTING LEADING RADIO STATIONS

This advertisement, appearing also in FORTUNE *Magazine for Nov., is one of a* FORTUNE *series published in the interest of Radio Stations represented by John Blair & Company.*

ASK YOUR BLAIR MAN about LISTENERS per DOLLAR in INDIANAPOLIS

The Indianapolis News Station

WIBC

BASIC MUTUAL

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Durham

North Carolina's third largest city. (1940 U. S. Census) City-county are one compact unit with present estimated population of 100,000.

tobacco

Durham makes 25% of all the nation's cigarettes. Add up 94 other steady industries, rich surrounding farm land and famed

Duke

University and you can see what a grand market this is. To control it, one station does the job at surprising low rates.

WDNC

Owned By
Durham Herald-Sun
Papers

CBS

Represented by Howard H. Wilson Co.

My Impression of Europe

(Eighth of a series by members of the U. S. Mission to ETO)

By JOSEPH H. REAM
Vice-President & Secretary, CBS

MODERN war allows no room for place or show.

There is the one overpowering impression from four kaleidoscopic weeks in Europe. In subsidiary categories fall the marvels of trans-Atlantic air travel, the superiority of our radio services compared with those of other countries, the horrors of the great and petty atrocities, the pitiable plight of displaced persons, and even, I think, the calm efficiency, the quiet assurance, and the democratic camaraderie of those American boys who in a few short months became men of a new breed and the greatest fighting force the world has seen.

The devastation of the German cities must be seen to be believed. Here we saw the tangible physical evidence of the meaning of defeat in total war.

The different impressions of England and France, however, brought home even more poignantly the meaning of the defeat of a people. Here the evidence was found more in the people themselves than in physical destruction.

Mr. Ream

England is a shining example of men who never gave up. This little island, where they drive on the wrong side of the street, where they count money in pounds, shillings and pence and have never learned to cook—this little island

(*Continued on page 79*)

Sellers of Sales

GORDON HOYT MILLS, author of the NBC guide manual and the first man in charge of NBC guest relations at its start twelve years ago, is now business manager of the radio department of Arthur Kudner Agency, New York.

Born in Jamaica, Long Island, Dec. 13, 1903, Gordon attended RCA Institute and Union College. He stayed at Union College for one year which, he says, "was long enough to find out that I wasn't an engineer."

GORDON

After he left school, he opened up an electrical and radio retail store. In 1931 he left the store and joined RCA in charge of sales. From RCA he went to work for the *Chicago Herald & Examiner* as national space salesman; then to Philco Radio Corp. as national advertising manager. He stayed with Philco until 1933 when he joined NBC to open up the guest relations department.

There he arranged for special studio tours, designed the page boys uniforms, and wrote the guide's manual. Eventually, he was transferred from guest relations to NBC Spot Sales. In 1943 he joined Kudner in his present post.

Under Radio Director Myron P. Kirk, Gordon's duties as business manager are composed of negotiating with clients in the preliminary stages, tying up operating ends and in general servicing the client. His department is responsible for the *General Motors Symphony of the Air*, Orson Welles, sponsored by Lear Radio, and spot campaigns for U. S. Tobacco and Benson & Hedges.

The Mills — she was Eileen Johnson —have been married sixteen years and have one daughter, Joan Studley, 14 years old. Their home is in North Port, Long Island. Gordon spends four hours a day commuting but says once you get out on the Island it's worth it.

His hobbies range from photography to raising chickens. During the war the Mills raised as many as 1200 at a time.

He is a member of Alpha Delta Phi.

IN PENNSYLVANIA THE
TRI-PENN MARKET

WGAL
LANCASTER

WKBO
HARRISBURG

WORK
YORK

produces sales for you

● The Tri-Penn primary area is a rich region in the heart of Pennsylvania—which is not covered by any other station.

Write main office—8 West King St., Lancaster, Penna., or

Sales Representative
RAYMER

NBC — MUTUAL

WHO-O-O-

Who sprayed the baby with DDT? Who sprinkled cyanide on the hors d'oeuvre? Who cut whose throat with what instrument? Well, it's a wise bird that knows the answers . . . . . and he likely found them by listening to WGN's mystery shows.

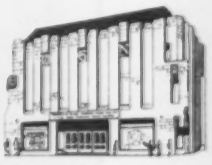
This imposing line-up of top-flight thrillers includes: Mystery House . . . . . Rogue's Gallery . . . . . Sherlock Holmes . . . . . Murder Is My Hobby . . . . . The Shadow . . . . . Bulldog Drummond . . . . . Nick Carter . . . . . The Falcon . . . . . Country Sheriff . . . . . House of Mystery . . . . . Crime Files of Flamond.

For hair-raising radio . . . . . for sales-raising radio . . . . . for middlewestern leadership . . . . . it's still WGN.

A Clear Channel Station . . . . . Serving the Middle West

WGN

CHICAGO 11 ILLINOIS
50,000 Watts
720 Kilocycles



MUTUAL BROADCASTING SYSTEM

Eastern Sales Office: 220 East 42nd Street, New York 17, N. Y.
West Coast: Edward S. Townsend Co., Russ Building, San Francisco, Calif.

The selection is here . . .

. . . and the prices are right for all NBC-Recorded Shows

Music

Art Van Damme Quintet with Louise Carlyle . . . Mile-a-minute recorded musical with Art Van Damme and his swing accordion, the warm vibrant songs of Louise Carlyle, and the Quintet. Schedule: 3 quarter-hours a week. Now Available: 26 weeks of broadcasting.

Time Out for Fun and Music . . . Music, songs, and banter. Series I—Allen Prescott as m.c., Felix Knight, Tenor, and Ted Steele's Novatones. Series II—Ted Steele and Grace Albert. Series III—Ted Steele and Gwen Williams. Schedule: 1 or 2 quarter-hours a week. Now Available: 32 to 65 weeks of broadcasting.

Mystery

The Haunting Hour . . . Presents original psychological mysteries, "whodunit" thrillers and crime crusade themes. Each story complete in itself. Schedule: 1 half-hour a week. Now Available: 52 weeks of broadcasting.

Five-Minute Mysteries . . . New 5-minute mystery thrillers. Effective musical theme, bridge music and a new "delayed solution" production technique offer the sponsor unusual commercial opportunities. Schedule: 3 five-minutes a week. Now Available: 87 weeks of broadcasting.

Drama

The Playhouse of Favorites . . . Rings up the curtain on expert adaptations of the works of Dickens, Tolstoy, Melville and others. Cast of top-flight stars. Schedule: 1 half-hour a week. Now Available: 26 weeks of broadcasting.

Modern Romances . . . True stories of real people, dramatized from the grippingly human pages of one of today's popular magazines, Modern Romances. Schedule: 3 or 5 quarter-hours a week. Now Available: 31 to 52 weeks of broadcasting.

RADIO WILL GO TO YOUR SPONSOR'S HEAD if you use an NBC-Recorded show. All types of shows (just a few are listed here) for all times . . . for all sponsors . . . program material that is bound to boost any advertiser's morale. Why? Because each NBC-Recorded feature is expensively styled to network specifications . . . but now available at rate reductions up to 40% in many markets throughout the country. What an opportunity for advertisers everywhere! Check your choice now and send for audition records.

Christmas

The Magic Christmas Window . . . Favorite fairy tales come to life when two typical youngsters discover the secret of walking into The Magic Christmas Window with living toys. Schedule: 2 or 3 quarter-hours a week. Now Available: 8 to 12 weeks of broadcasting.

Happy the Humbug . . . Adventures of Happy, that fanciful hybrid of the animal kingdom, with his fascinating animal pals. A radio cartoon for kids up to 60 years of age. Schedule: 2 or 3 quarter-hours a week. Now Available: 5 to 27 weeks of broadcasting.

A Service of Radio Corporation of America

NBC RADIO-RECORDING DIVISION

AMERICA'S NUMBER 1 SOURCE OF RECORDED PROGRAMS

RCA Bldg., Radio City, New York • Chicago • Washington • Hollywood • San Francisco

Through this microphone *pass the 8 best selling voices of Upstate New York*

• Selling goods over the air—actually *selling* goods, not merely talking about them—has a technique all its own: A combination of voice, showmanship and "just plain sell," that has been mighty hard to find during the war. But WSYR has always maintained prewar quality in its announcing staff; it has had no women announcers, no beginners, no stop-gaps. Today, WSYR's announcers are the finest in the Station's history, and postwar announcer-quality is here right now.

You will find this sales-making combination not once but 8 times at Station WSYR. See for yourself:

1. **BILL ROTHRUM**—Dean of Central New York announcers; for seven years top sports commentator; popular master of ceremonies, writer and producer.
2. **HERB CARNEAL**—Crack news and sports announcer, script writer, dramatic and character actor. Formerly with WMBG, Richmond, Va.
3. **CHARLES HOBART**—Ace newscaster, radio and stage actor. Formerly with WNBF, Binghamton, N. Y.
4. **HAL BOWIE**—Former announcer at KZRH in Manila. Interned by the Japs for 38 months in the Philippines. Now a star announcer on WSYR; actor and lecturer.
5. **BILL GIVENS**—Left announcing career to become combat correspondent with Third Marine Air Wing. Injured in crackup, honorably discharged and back at announcing with WSYR.
6. **BERNIE BARROW**—Announcer, writer, newscaster, dramatic actor in both stage and radio shows, and jazz connoisseur.
7. **VERNON COOK**—Announcer and specialty writer, producer and emcee of children's shows, expert at adding color to record programs in a very special and intriguing style.
8. **DON ORTH**—All-around announcer, outstanding as narrator on dramatic programs. Formerly with WIBX, Utica, N. Y.

Thanks to these 8 crack selling announcers, advertisers who use WSYR get no hesitant or dead-pan airing of their product.

Instead, they get that combination of voice, showmanship and *just plain sell* that makes cash registers in the Syracuse area sing right out loud.

WSYR, Syracuse • 5000 Watts • [illegible] Kc. • Basic NBC • Representatives: Paul H. Raymer Co.

ONE OF A SERIES PRESENTING THE MEN WHO MAKE FREE & PETERS SERVICE

- Four years, DePaul Academy
- One year, DePaul University
- One year, Northwestern University
- Twelve years, National Broadcasting Company
- Two years, Blue Network Spot Sales
- Free & Peters (Chicago Office) since September, 1945

"Nei" as in "Nylon"!—

RAY NEIHENGEN!

Take one quiet, soft-spoken, hard-working young man — add an equal amount of ambition, persistence and tenacity — *stir well for over fourteen years in radio* . . . and voila!, mes amis, there you have Ray Neihengen! As one of our several new F & P Colonels, Ray has already earned the confidence and respect of everybody with whom he has come in contact. Welcome to F & P, Ray!

Now that things are getting back to normal, and men who can produce more than a faint sound in the stethoscope are becoming available, *we ask you to watch F & P's dust.* Blessed with a loyal organization of the wisest old heads in the representation business, we are now out-doing ourselves by the addition of more *good men* than we ever have had in all our thirteen years in this industry. And with every *good man* we add, we know that spot-broadcasting becomes just that much easier and more profitable to all you agencies, advertisers and radio stations alike. And that's *our job*, here in this group of pioneer radio-station representatives.

EXCLUSIVE REPRESENTATIVES:

WGR-WKBW	BUFFALO
WCKY	CINCINNATI
KDAL	DULUTH
WDAY	FARGO
WISH	INDIANAPOLIS
WJEF-WKZO	GRAND RAPIDS-KALAMAZOO
KMBC	KANSAS CITY
WAVE	LOUISVILLE
WTCN	MINNEAPOLIS-ST. PAUL
WMBD	PEORIA
KSD	ST. LOUIS
WFBL	SYRACUSE
. . . IOWA . . .	
WHO	DES MOINES
WOC	DAVENPORT
KMA	SHENANDOAH
. . . SOUTHEAST . . .	
WCBM	BALTIMORE
WCSC	CHARLESTON
WIS	COLUMBIA
WPTF	RALEIGH
WDBJ	ROANOKE
. . . SOUTHWEST . . .	
KOB	ALBUQUERQUE
KEEW	BROWNSVILLE
KRIS	CORPUS CHRISTI
KXYZ	HOUSTON
KOMA	OKLAHOMA CITY
KTUL	TULSA
. . . PACIFIC COAST . . .	
KOIN	PORTLAND
KIRO	SEATTLE

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BROADCASTING and BROADCAST ADVERTISING

VOL. 29, NO. 19 WASHINGTON, D. C., NOVEMBER 5, 1945 $5.00 A YEAR—15c A COPY

World Pays Tribute to U. S. Broadcasting

Art's Advancement During 25 Years Honored

WORLDWIDE recognition of the role played by U. S. broadcasting in national and international progress is coming to radio this week as foreign officials join with government, state, civic, industrial, educational and business leaders in paying tribute to the mass medium that has grown out of the early experiments of Dr. Frank Conrad.

Events in communities everywhere are tied into thousands of broadcasts as Radio Manufacturers Assn. sponsors National Radio Week Nov. 4-10 as climax to a year-long celebration of the 25th anniversary of broadcasting.

Though celebrations run the gamut of public events, the week's events are focused on the presentation Wednesday night of the RMA's statuette commemorating radio's 25th anniversary. The statuette will be presented during Mutual's 8-8:30 p. m. broadcast by Raymond C. Cosgrove, RMA president, to Judge Justin Miller, NAB president. Presentation will occur in the studios of WOL Washington during a five-minute pickup built around a panorama of music of the past quarter-century. Designer of the statuette was Charles Bradley Warren, Pittsburgh sculptor.

Silvered replicas of the statuette in plaque form are being presented to each broadcasting station by RMA, with 25,000 radio dealers taking part in ceremonies. Some 250 manufacturer members of RMA are actively promoting the celebrations.

Statuettes to All

Networks are staging special programs acquainting the public with radio's development and reviewing historic highlights of the quarter-century. Stations have prepared large numbers of appropriate programs.

Nationwide events will depict women's interest in the anniversary, under direction of Dorothy Lewis, NAB coordinator of listener activity. Over 400 stations were scheduled today (Nov. 5) to feature women guests in anniversary programs. Radio councils are holding sessions and most national organization magazines are carrying Radio Week articles. Climaxing women's observance will be a Citizens Radio Anniversary Committee luncheon Nov. 10 at the Hotel Roosevelt, New York. NAB President Miller will speak.

Among others expressing greetings will be Mayor Fiorello H. LaGuardia; Chairman Paul A. Porter of the FCC; Frank Braucher, president, Periodical Publishers Assn.; Gov. Thomas E. Dewey of New York. John Mason Brown, author and critic, will act as m. c. A bound volume of 100 letters of tribute to radio's public service sent by national organizations will be presented to President Miller by the luncheon chairman, Mrs. Luella Laudin, radio chairman, National Council of Women. Tickets are $5 each and may be obtained from the committee's office, Room 905, 501 Madison Ave., New York 22, N. Y.

Appropriate salutes from 10 foreign nations were sent to the NAB (see separate story). They voiced the appreciation of foreign communications officials for radio's development and its wartime progress.

In keeping with the week's events the new radio room in the Senate wing of the U. S. Capitol will be formally dedicated. Invitations for the reception, 4-6 p. m. Wednesday, were sent by the Radio Correspondents Assn. to all Senators, Speaker Rayburn and government officials. According to several Senators President Truman has accepted an invitation to attend.

Superintendent D. Harold McGrath and his assistant, Hardy Croxton, are in charge of the radio room. It contains five private soundproof broadcast booths.

Former President Herbert Hoover will speak on CBS Nov. 10 in connection with 25th anniversary of radio on his views on the conduct and progress of radio during last quarter-century. Quarter-hour broadcast will originate at WBAB Atlantic City, at 10:45-11 p. m.

NAB sent out the last of a series of Radio Week bulletins prepared by Willard D. Egolf, NAB public relations director. The final bulletin contained tributes from abroad as well as a list of tributes from a large number of national organizations.

Everything from dramatic presentations to novelties is scheduled on networks as they weave the Radio Week theme into programs. Recreations of original top broadcasts add a nostalgic note.

Several CBS programs show broadcasting's contribution to cultural, spiritual and material well-being of the nation. Anniversary programs include Norman Corwin's *Seems Radio Is Here to Stay*, excerpts from famous broadcasts and sports review by Ted Husing. Starting off the week was a prayer for guidance in use of radio to further world unity by Dr. Theodore F. Adams, pastor of First Baptist Church, Richmond, during the *Church of the Air*. Salt Lake Tabernacle program repeated three choral features on its first CBS broadcast in 1932.

CBS's *Vox Pop* celebrates radio's 25th anniversary and its own 14th birthday with a special broadcast Nov. 5 when the show originates from the Hotel McAlpin, in New York, scene of many of the program's early broadcasts.

NBC celebrates the week with such special programs as *Do You Remember?* recreating in music story milestones in radio history, Monday through Friday, 8:15-8:45 a.m. *Fun and Folly With Ed East and Polly* presents a radio oldtimer each day and the Fred Waring program is carrying a five-year radio resume each morning.

Miller on 'Army Hour'

Justin Miller, NAB president, spoke on NBC's *Army Hour* on Nov. 4. Program also included a talk by Maj. Gen. Frank E. Stoner, chief of Army communications, on the vital role played by the communications industry in final victory and Brig. Gen. Robert A. McClure, former head of Psychological Warfare Division of SHAEF, de-

(Continued on page 84)

Anniversary Index

	Page
World Tribute	15
Famous Firsts	15
Flash-Back	17
Peabody Contest	25
Murals	27
Picture Album	38
Our Respects	52
Editorial	52
25-Year Club	87
Salutes From Abroad	88

FAMOUS FIRSTS IN RADIO

1921 (July 2)—Dempsey-Carpentier fight was broadcast from Boyle's Thirty Acres in Jersey City through a temporarily installed transmitter at Hoboken, N. J. Major J. Andrew White was the announcer. This event gave broadcasting a tremendous boost.

1921 (Nov. 11)—President Harding's address at burial of the Unknown Soldier at Arlington was broadcast.

1922 (Sept. 7)—Station WEAF New York broadcast the first commercially sponsored program of the Queensborough Corp., a real estate organization.

1922 (Oct. 28)—Princeton-Chicago football game went on the air as the first broadcast from the gridiron.

1922 (Nov. 11)—Remote control pickup of opera "Aida" at the Kingsbridge Armory, New York, was the first program of its kind.

1922 (Nov. 22)—The New York Philharmonic Orchestra broadcast for the first time.

1923 (Dec. 4)—Opening of Congress broadcast for first time.

1924—National Republican convention at Cleveland and National Democratic convention at New York were broadcast for first time over nationwide networks.

1926—World Series was broadcast for the first time by nationwide hookup.

1927 (Jan. 1)—The first regularly established coast-to-coast hookup requiring 4,000 miles of wire was used to broadcast football game in Bowl of Roses, Pasadena, Cal.

1927 (Jan. 21)—First coast-to-coast broadcast of an opera featured "Faust" from the Chicago Civic Opera Auditorium.

1927 (Feb. 22)—First coast-to-coast Presidential broadcast from the floor of Congress featured Calvin Coolidge's Washington Birthday address at joint session of Congress.

1931 (Jan. 1)—Premier Mussolini of Italy, speaking over short waves from Rome, was heard for the first time by American radio audience.

1931 (Feb. 12)—Pope Pius XI addressed the world in an international broadcast inaugurating the Vatican City station HVJ, marking the first time the Pope's voice was heard in America.

1932 (Nov. 9)—Governor Franklin D. Roosevelt made his first radio address as President-elect, thanking the electorate.

1936 (April 24)—American Newspaper Publishers Association drops fight on radio and adopts cooperative attitude, concluding in report that functions of newspapers and radio are so closely allied that future welfare of country depends upon continuance of both media as "free institutions".

1936 (June 16)—Pres. Roosevelt reasserts faith in American system of broadcasting and opposes monopoly in radio in letter to BROADCASTING Magazine on occasion of 14th annual NAB convention in Chicago, July 6-8.

1937 (Jan.-Feb.)—Radio performs greatest humanitarian role in disastrous Ohio-Mississippi floods, winning plaudits of Pres. Roosevelt, Red Cross and nation's listeners for its rescue

(Continued on page 75)

FCC Approves 65 More FM Stations

Conditional Grants Bring Total To 129

MAINTAINING a fast pace in processing of FM applications, the FCC last week authorized another 65 conditional grants for new stations, bringing the total number of actions since resumption of licensing to 129. Approximately 540 FM applications are still on file.

As with the first bloc of grants, last week's actions affected only applications outside of the densely populated Middle Atlantic and New England states embraced in Area I. About half of the new grants were in Southern States, the remainder being in the central and northwest areas.

All but 12 of the applications acted upon are from existing stand-

FURTHER impetus to FM Broadcasting was given by the FCC last week with authorization for 65 new stations in 52 Southern and Western cities. Frequencies will be assigned upon completion of necessary engineering examination of applications involved.

ard broadcasters and most of these 12 are from newspaper interests. As was also the case with the previous actions, the grants were made only in localities where metropolitan or community channels are available for additional stations.

Last week's grants brought to 360 the total number of actions taken on the approximately 1400 applications of various categories which were pending Oct. 8 when licensing was resumed. Consolidated hearings have been designated on 231 applications for AM stations and changes in facilities. Action on television applications must await adoption of rules and regulations.

Simultaneously with its announcement of the grants, the Commission issued an analysis of the 665 applications for FM stations pending as of Oct. 8, compiled by its Economics Division. The data showed that 68% of the applicants are AM licensees, 27.4% are non-broadcasters. Balance of the applications are incomplete.

Approximately 40% of all the FM applications are from newspaper interests, the analysis reveals, but of the applications from non-broadcasters newspaper interest comprise about 50%. Approximately 38% of the applications from existing broadcasters have newspaper interests.

Comparison

In a comparison of the number of FM applicants with the number of standard stations, the analysis shows 179 AM stations in Area I to 170 FM application. In Area II there are 724 AM stations and 464 FM applications.

FM applications as of Oct. 8 exceed the number of AM stations in Massachusetts, Rhode Island, Connecticut, New Jersey, District of Columbia, California, Indiana, Ohio and Tennessee, survey shows.

Next to broadcasters and newspapers, it was shown, labor unions and manufacturers comprised the largest groups of applicants for FM stations, with 13 each, followed by dealers and distributors with 9, department stores with 4, and real estate firms with 3. Business interests of other FM applicants are building contractors, investment banking, agriculture, advertising, transportation, public utility.

With the exception of labor unions, the data shows, the FM applications originate largely from the same types of businesses which are active in AM broadcasting.

The 65 conditional FM grants issued last week are for stations in 52 cities in 22 states. Four stations were granted to Seattle while Louisville and Oklahoma City each received three. Two grants each were authorized for Mobile, Montgomery, St. Louis, Portland, Ore., Knoxville, and Beckley, W. Va.

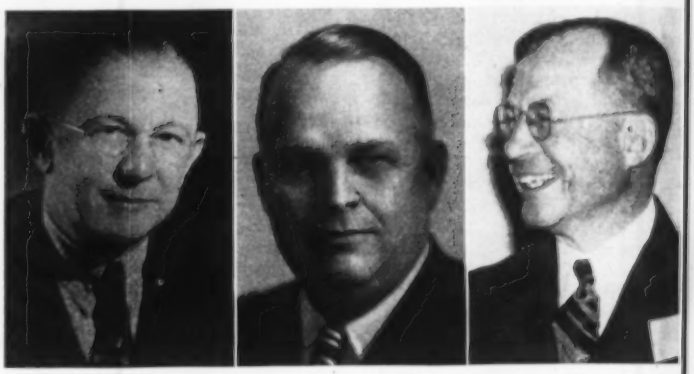
Authorization of a conditional grant, the Commission explained, means that a channel has been made available for the applicant and that he may now proceed with preliminary plans for obtaining studio equipment and for building his studio. Specific frequencies will not be assigned until each application is examined for engineering details and proposals relating t

(Continued on page 83)

Drawn for BROADCASTING by Sid Hix

"I Don't Givadam Who It Is! The AFM Has No Statement for National Radio Week!"

Tulsa Petition First Postwar Move to Break Down Clears



PRINCIPALS in West Central Broadcasting Co. are (l to r): Edgar T. Bell, treasurer; Oklahoma Gov. Robert S. Kerr, chairman of the board; E. K. Gaylor, president.

FIRST major postwar move to break down East and West Coast clear channels was made last week in an application asking FCC for a new standard station at Tulsa to operate on the same frequency and same power as WCAU Philadelphia, a Class 1A station.

The application was filed Thursday by West Central Broadcasting Co., Tulsa, new $300,000 corporation headed by Oklahoma Gov. Robert S. Kerr; E. K. Gaylord, president of Oklahoma Publishing Co. and principal owner, through corporate affiliation, of WKY Oklahoma City, KLZ Denver, and KVOR Colorado Springs; and Edgar T. Bell, secretary-treasurer of the publishing firm and executive of the three stations. James Lawrence Fly, former FCC chairman, is counsel for West Central.

Although some two dozen applications for duplication of clear channels are now pending before the FCC, the West Central petition is one of the first filed "fresh" since the lifting of the freeze on assignments and equipment.

Only other applicant for assignment on 1210 kc is Robert Stephenson, of Centralia, Ill., seeking a 1 kw daytime outlet. It was presumed that the Tulsa application would fall within the purview of the so-called clear channel hearing, thrice postponed and now scheduled to get under way Jan. 14. Before individual applications on duplication are considered, the FCC proposes to establish an overall policy based on this hearing.

Promising "new and distinctive" broadcast service particularly in the rural areas adjacent to Tulsa, which it says now receives "inadequate broadcasting service from two of Tulsa's three local stations", the application seeks assignment of 1210 kc with 50,000 w (maximum permissible power) for unlimited operation. It points out that 1210 kc is now a I-A channel assigned exclusively to WCAU.

The Philadelphia station is owned by Dr. Leon Levy and his brother, Isaac D., who own stock in CBS and are on the network's board.

Monthly programming would include 336 hours commercial (64.6%) and 184 sustaining (35.4%). Approximately 60% would come from a network, although, the application asserts, no negotiations for network programs have yet been started. Not more than 10% of time would be devoted to records and transcriptions.

Applicant proposes to operate 16 hours a day and to give the Tulsa area greater coverage and presentation of agricultural, educational and public affairs. A "qualified" educator would be employed full-time emphasis would be on services of interest to rural listeners as well as to those in the Tulsa metropolitan area, with Oklahoma A

(Continued on page 82)

Bartley Heads NAB FM Department

Offices Are Separate; Myles Loucks Stays Till December

ROBERT T. BARTLEY, NAB director of government relations, has been named director of the association's new FM Dept., authorized by the NAB and FM Broadcasters Inc. boards. Operation of the department was decided on at meetings held Wednesday and Thursday by a committee representing both groups.

Mr. Bartley

Organization procedure for merger of FMBI and NAB was worked out by the joint committee. Members of the committee are: Walter J. Damm, FMBI president; three FMBI directors, John Shepard 3d, Yankee Network and WMTW; Wayne Coy, WINX and W3XO Washington; Gordon Gray, WSJS and WMIT Winston-Salem; and three NAB directors, Frank Stanton, CBS; Paul W. Morency, WTIC; Leslie C. Johnson, WHBF. Mr. Johnson was unable to attend the meetings.

The committee now operates as the Executive Committee of the NAB FM Dept., with Mr. Damm as chairman. Also attending the merger meetings for NAB were President Justin Miller; Executive Vice-President A. D. Willard Jr., and Secretary-Treasurer C. E. Arney Jr.

Separate Offices

Offices of the FM Dept. will be maintained at the present FMBI Washington headquarters, 1730 I St., NW, several blocks from the NAB headquarters at 1760 N St., NW. [Closed Circuit, Oct. 29]. Mr. Bartley will have his principal office at the FMBI site but also will maintain an office at NAB headquarters.

Myles Loucks, FMBI managing director, who some time ago had indicated his intention to return to York, Pa., will remain with Mr. Bartley through November. He submitted his resignation to FMBI last summer but agreed to stay while the merger situation was simmering.

Mr. Loucks made the following statement to BROADCASTING:

"When I agreed to take over the Washington FMBI headquarters in January 1944 it was to have a part in the association's plan for the promotion and reestablishment of FM broadcasting looking toward the postwar era. That work is finished, the job done. In fact, the coordination of FM trade association activities within the NAB FM Dept. results directly from successful promotion of the system. It was the overwhelming acceptance of FM broadcasting and the end of the war which brought FMBI to the point where nothing short of the services possible through an organization of NAB's size and strength will suffice for FM broadcasters approaching actual operation."

Operating as a department within the NAB, the FM activities will be correlated with the association's various functions. Mr. Bartley, as department head, will report to President Miller and Executive Vice-President Willard. In public relations, advertising, statistical and other activities, the FM Dept. will work with the heads of such departments.

When the FM Dept. gets into operation greatly expanded service is planned for FM stations, as well as for AM members. The FMBI news letter will be absorbed by the NAB Reports which in turn will offer expanded coverage in line with overall NAB activities.

Objectives Drawn up

The merger group met Thursday with FCC Chairman Paul A. Porter, informing him of the department plans. A set of objectives drawn up by the committee was outlined to Mr. Porter.

FMBI will take out NAB memberships for all of its present 158 members, with FMBI paying NAB a flat check. This is equivalent to the amount each FMBI member would pay NAB if it became an active or associate NAB member.

The FM Dept. objectives were announced after the Thursday meeting as follows:

1. To secure the assignment of sufficient additional channels for FM so that broadcasting may develop in the public interest to its fullest potentialities without the artificial barriers, restraints and regulation now imposed upon it.
2. The issuance of three-year licenses to FM licensees.
3. The revision of the numbering of FM channels to begin with the highest frequency instead of the lowest in order that the numbering will be consecutive when the band is extended downward.
4. The use of joint program logs during the period of duplicate operation.
5. The use of joint call letters during the duplicate operation.
6. The revision of the six-hour minimum rule to eliminate requirement of three hours before 6 p.m. and three hours after 6 p.m.
7. The use of numerical instead of frequency designations on FM receiving sets.
8. The compilation of information with respect to FM receiver sales.

Quick Flash-Back of Progress During Radio's First 25 Years

WHAT happened in radio laboratories during these last 25 years to advance so rapidly the broadcasting art?

The story, told chronologically, would fill a six-foot shelf.

This week of Nov. 4-10, when radio's attainments are being extolled, a quick flash-back is timely. The following notations—milestones in radio's development—are gleaned from the *Chronology of the Development of Radio Broadcasting* published in the BROADCASTING Yearbooks for a decade, and which will be published in full in the 1946 Yearbook (going back to 640 B.C. when Thales of Miletus observed that amber after being rubbed acquired the electric property of attracting straws).

The first week in November was selected because it was on Nov. 2, 1920, that KDKA in Pittsburgh broadcast the Harding-Cox election returns. That paragraph, plucked from the *Chronology*, reports:

1920 (Nov. 2)—KDKA Pittsburgh (Westinghouse Co.) founded by Dr. Frank Conrad, begins regular schedule of broadcasting with Harding-Cox presidential election returns.

There were broadcasts before that. In the summer of 1916 8XK was licensed to Dr. Conrad for general development work. In November, 1916, deForest operated an "experimental radiophone station" at High Bridge, N. Y. Then on Aug. 20, 1920, the *Detroit News* had a station designated as 8MK, which began operation. But it had no regular call letters. Later it became WBL, and on July 7, 1922, became WWJ, the present call. That notation in the *Chronology* reads:

1920 (Aug. 20)—Station WWJ, Detroit (then 8MK; later WBL; WWJ July 7, 1922) owned by *Detroit News* and installed by William J. Scripps, began operation, broadcasting daily thereafter. Sent out returns of State primary election Aug. 31, 1920.

Following these, here are the highlights of radio's first twenty years:

1922 (Feb. 27)—First annual Radio Conference relating to broadcasting was held at Washington, D. C., at call of Sec. of Commerce Herbert Hoover.

1922 (June)—Marconi came to America in his yacht "Elettra" and at a meeting of the Institute of Radio Engineers demonstrated his shortwave radio beam and reflectors.

1922—The superheterodyne as a broadcast receiver was demonstrated by its inventor, Edwin H. Armstrong.

1922—Development of a 20-kilowatt vacuum tube for transmitters was announced by Dr. Irving Langmuir, Schenectady.

1923 (Jan. 4)—The first "chain" broadcast featured a telephone tieup between WEAF New York, and WNAC Boston.

1923— (March)—Invention of the neu-

(*Continued on page 78*)

WWJ Uses Political Spots After Protest

TO AVOID needless and troublesome proceedings, WWJ Detroit last week agreed to carry six political announcements it had previously refused to accept on the ground that opposing candidates for office had already been accorded equal treatment.

The station's action followed a complaint to the FCC by Richard T. Frankensteen, mayoralty candidate, asking for an immediate public hearing to determine whether censorship was invoked by the station in rejecting the announcements. Mr. Frankensteen's petition charged that the spots were refused because they were considered "too rough" in their criticism of the present mayor, who is running for reelection.

The station informed the Commission, it was learned, that it felt it was within its legal rights in turning down the spots, declaring it had leaned backward to be fair in allotting equal treatment on speeches. The request for announcements, it contended, was something extra.

The question as to whether a station is required to sell time for announcements over and above time previously agreed upon for speeches and to furnish an announcer to read the spots was understood to have been raised by the station in a communication to the Commission.

The petition filed by Mr. Frankensteen set forth:

That WWJ sold time to opposing candidates for discussion of campaign issues.

That WWJ is owned and controlled by the *Detroit News* which is supporting Mayor Jeffries "and is continuing to use all of its power and influence to defeat petitioner."

That time purchased on Oct. 25 to broadcast six announcements daily beginning Oct. 27 and ending Nov. 5 was later refused.

That the announcements "correctly and accurately portray and describe the record of the present mayor" and that if they are "rough" it is because the record of the present mayor . . . is such as to warrant the criticism directed at him by petitioner."

That the action of WWJ is contrary to the rules of the FCC "and constitutes a gross discrimination against petitioner and an effort to use the license which it has obtained from the Commission for its own political purposes."

The announcements attack Mayor Jeffries' record on housing, transit, upkeep of streets, and "the airport bungle". One exhorts: "Let's get rid of that sleeping beauty." Others refer to him as "do-nothin' Jeff" and "Rip Van Jeffries." Another charges that Federal funds were offered for municipal improvements but "'playboy' mayor was too sleepy to say yes."

Radio Men Discuss AFM With Miller

NAB President Receives Music Background From Leaders

WITHOUT fanfare or adoption of a single resolution, nearly a score of radio leaders met in Washington last Tuesday with Judge Justin Miller, the NAB's new president, to chart a course designed to bring peace and harmony into the radio music situation but prepared to fight it through with James C. Petrillo if an equitable solution isn't reached.

The meeting, called by Judge Miller as his first extraordinary action since he assumed the NAB presidency a month ago, was more of a council of indoctrination than one designed to plan strategy. Judge Miller wanted to be informed on the music situation, which has erupted periodically over the years to plague radio. The AFM president's edict to the networks, demanding duplicate musical staffs for FM, precipitated the session during which Judge Miller and his staff were acquainted with the AFM background from the start.

No Formal Statement

While no formal expression was forthcoming it was generally felt that Judge Miller would name a committee representing all segments of radio to counsel with him on procedure. There was no indication of a wide open fight, and it was thought likely Judge Miller at first hand might consult with the AFM president preparatory to embarking upon negotiations. Meeting with Judge Miller, his staff and representatives of the NAB board and of the networks were representatives of FM Broadcasters Inc., independent trade association which last week was in process of being merged into NAB as a separate division with certain autonomous functions pertaining to the new broadcast medium.

Because no crisis exists, since FM is not yet fully under way, President Miller apparently has adopted the course of proceeding cautiously and deliberately, until he feels he is fully acquainted with all sides of the controversy. The consensus was that the problem was not one peculiarly affecting the networks as against affiliated or independent stations, but that all segments of the broadcasting art—AM, FM and television—are or ultimately will be affected.

Should an industry-wide committee be named by Judge Miller its membership unquestionably will be drawn from AM, FM and television groups, as well as from small, medium and large stations and from affiliates and non-affiliates alike. Network representation also would be implicit in such a group. The committee might well have a membership of 15 to 20.

"Same Old Baton"

—Talburt in Washington Daily News Oct. 27

The session, it was reported, was animated by the view that since there is no immediate threat of dire action by Petrillo, utmost caution should be exercised now.

Explore All Avenues

All avenues will be explored, it was evident. Emphasis from the start of the Petrillo troubles has been given to the legislative aspect. A practically unanimous expression came from the broadcasters present that full compliance with the Petrillo ukase on double standbys would retard FM's onset and do more to discourage interest in the new field than any other act short of direct government control.

Participants were gratified over the conciliatory attitude of Judge Miller and his desire to approach the problem deliberately. It marks a new departure in the radio music conflict over the years, these participants said, and indicated an "intelligent, effective approach."

Following the meeting, Judge Miller discussed the overall question further with another dozen broadcasters who visited him on succeeding days. They were among NAB members invited to the original session but who could not make connections to arrive in time for that meeting.

Significant was the manner in which American (Blue) and Mutual participated, although not NAB members as network entities. Judge Miller and A. D. (Jess) Willard, newly installed executive vice-president, were "briefed" not only on the AFM background but the overall music situation, including the arduous negotiations with ASCAP during the last decade which led to the establishment of Broadcast Music Inc., as well as other conflicts involving radio's raw materials.

Wholehearted support was given by the group to the proposed new employer-employe relations department which would be established

(*Continued on page 77*)

FCC Division Probes Radar

ESTABLISHMENT of a laboratory division to study the effect of civilian uses of radar upon frequency allocations, to test all types of transmitters, and to conduct research into wave propagation was announced last week by the FCC.

Announcement followed by two days a statement on Tuesday by FCC Chairman Paul A. Porter that the Commission would begin an inquiry into the civilian uses of radar, when he appeared before a Senate joint Commerce-Military Affairs subcommittee on behalf of legislation to create a National Research Foundation.

The new division, to be located on the Commission's reservation at Laurel, Md., will be under the direction of Charles A. Ellert, now technical supervisor of the Radio Intelligence Division. He will have as assistant Willmar K. Roberts, engineer-in-charge of the Laurel laboratory of the field division of the Engineering Dept.

The laboratory division also will carry out allocation studies, develop new monitoring equipment, and test diathermy apparatus to prevent interference with radio communications. The Commission will issue a list of type-approved diathermy which can be expected to operate

(*Continued on page 76*)

Community FM Antenna For All Seen

One Tower Would Help Solve Airport Problem

POSSIBILITY that one radiator antenna will be used in the future to serve all FM stations in each community appeared likely as the FCC and Civil Aeronautics Administration attempted to work out methods to protect broadcasting from the encroachment of aviation in event Congress passed the Public Airport Bill, now in conference.

Under the measure, the Civil Aeronautics administrator would decide whether an airport or antenna tower was in the public interest in case the government, state or local community wanted to install an airport on the site of or adjoining a radio tower. The CAA administrator would be given the right of eminent domain to acquire any property needed for an airport.

Facing both the FCC and CAA are the more than 600 applications for FM stations now pending before the Commission. Many of the applications don't specify antenna sites, merely bearing the notation: "Site to be selected later." The FCC must approve all sites, but before that approval is granted the applications are submitted to the CAA for clearance.

If they interfere with established airports, the CAA notifies the Commission and the applicant is told to find a new site. In areas where airports now are not a problem, they may become a future factor, it was pointed out.

Although little has been said, it is known that both the FCC and CAA are encouraging applicants in a single community to install their transmitters and antenna towers in the same area. If, for instance, a city has six FM stations—or even more—and the towers are located in the same area, they would be less likely to be disturbed for a future airport.

On the other hand, if the six towers were widely scattered, any one or more might be subject to confiscation if an airport sponsor, under the airport bill, decided the transmitter and tower sites were needed for a new aviation project.

One of the primary reasons for the non-exclusivity rule relating to FM antenna sites was the pending airport legislation, it was learned last week. Broadcasters were divided as to whether the FCC should require any antenna site to be a common site for all comers. Two years ago Sens. Wheeler (D-Mont.), McFarland (D-Ariz.) and White (R-Me.) vigorously denounced any such proposed rule on the grounds that the FCC would be encroaching upon the private property rights of individuals.

With the airport bill certain of passage in some form, however, there appeared little likelihood that either house of Congress would object to the provision in the new FM rules relating to common antenna sites.

One Community Combined

Already applicants of one community have banded together to install their respective stations in the same area. Applications for four FM stations in Birmingham indicate that the antenna towers will be located closely together.

The common radiator antenna has many advantages, according to engineers who are studying its possible use. One 1,000-foot tower could serve as many as six—possibly more—FM stations and each would be assured of equal coverage. Such a tower could be erected as a living monument to radio, with studios and offices included in the lower floors. Cost would be shared by each station, if it were jointly owned.

Some interests already are making inquiries into the possibilties of entering the antenna field. If such develops, one company would

(*Continued on page 79*)

Harvest time

These fall days are harvest days. The crops are ready to be taken.

The picture is pretty much the same in business. Customers are waiting for the harvest of things they've done without. And the battle of brands is going to be colossal.

If you'd like to get off to a good start in the country's 6th largest city . . . if you'd like to reach more customers for each dollar spent . . . then you should get the radio facts about Baltimore.

W-I-T-H, the independent station, is your best bet in this five-station town. Facts prove that W-I-T-H delivers more listeners-per-dollar-spent. We'd be glad to show the facts to you.

W·I·T·H

BALTIMORE, MD.

Tom Tinsley, *President* • *Represented Nationally by* Headley-Reed

War's Mightiest Seagoing Air Voice

Frustrated *Triton Maris* Was Poised for Radio Attack on Japan

By J. FRANK BEATTY

THIS is the story of the seagoing *Triton Maris*, the one top-secret rado project that didn't shorten the war.

Yet the saga of the frustrated *Triton Maris* is a tale of broadcast ingenuity and broadcasters' sweat that will echo for years when radio men talk about their part in the war.

Out of the bowels of this dumpy little freighter comes a powerful broadcast signal—the most powerful ever propelled from a ship. Right now it would be working for MacArthur, pouring propaganda all over Japan, had not that nation called it quits.

Not Pretty Ship

Not a pretty job, this hopped-up old 50,000 w Western Electric transmitter that once propelled into western homes the programs of KSL Salt Lake City. But it puts out a thumping 130,000 w when the balloon antenna is up and the juice is turned on.

Unfortunately the ugly duckling of 500 ships parked in San Francisco harbor never will grow into a lovely craft, for soon the *Triton Maris* will be a mere item in a mile-long surplus property list.

Few knew about the ambitious propaganda project conceived by OWI and the military as a strategic weapon for the drive up the Italian boot. Of these, still fewer were aware that the mysterious *Project Phoenix* was one of the ships taken over by the Allies when Italy capitulated.

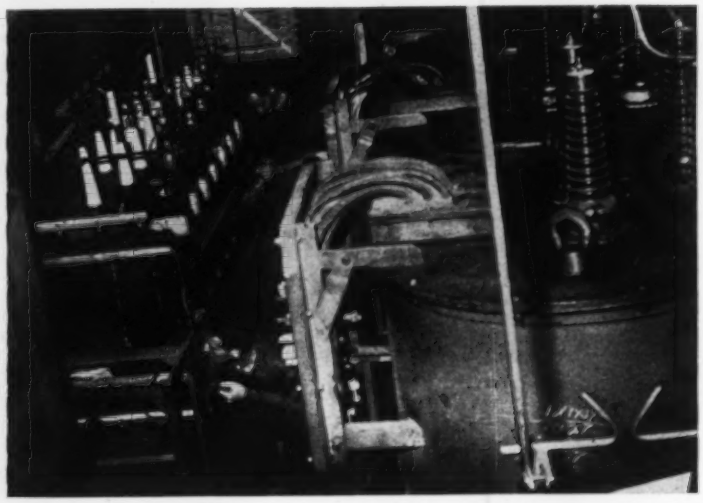
The idea was a honey. No nation had ever used seagoing psychological warfare. Allied military leadership was in a dither about the early phases of the approaching Italian campaign. They figured the Germans would blow up all radio facilities. Hence *Project Phoenix*, later designated *Project Century*.

PWB Takes Over

Only boat available was the 1,400-ton coal-burner *Triton Maris*, rusting near Naples. Psychological Warfare Branch of the Army, under which OWI's overseas service operated, bought the old KLS transmitter and pulled Paul von Kunitz, formerly WINS New York chief engineer, out of North Africa to install it in the ship. The project was financed by reverse lend lease.

Paul was a natural for the job. He had taken the shiny new 50 kw transmitter freshly installed at WINS, knocked it down and packed it into cases for use in North Africa, and then had followed it there.

Luckily Naples was full of Italian sailors, many of whom had electronic experience. Paul, the skipper



FLOATING propaganda ship, *Triton Maris* (called *Project Century*) was to have been used in attack on Japan. In transformer room are Vincenzo Gajone, former assistant professor of radio, U. of Naples, and Vincenzo Calenzo (kneeling), crew members. Paul von Kunitz (below), who developed project, was chief engineer of WINS N. Y.

and a picked Italian crew went to work. They picked up a diesel plant here, a lot of transmitter parts there, and some barrage balloons.

Whoever heard of balloons for ship radios? Silly idea, perhaps, but Paul had a lot of luck with balloon antennas at the North Africa psychological warfare station pend-

(*Continued on page 81*)

Station Sales Ads Are Tried

PREVIEW of how the FCC's proposed open-bidding station-transfer policy works in practice was seen last week in procedures started under the plan suggested by FCC in its Crosley-Avco decision.

Following the procedure recommended by the Commisison, applicants in at least three proposed station sales were publicly advertising the transactions—throwing them open to public bidding as the FCC proposed.

Actual experience gained by voluntary adherence to the FCC plan is expected to play an important part in the FCC's future considerations of formal rules of procedure.

Public Notices

Stations on the market, by virtue of public notices of intent to sell, included WHDH Boston, offered for sale by Matheson Radio Co. to Fidelity Broadcasting Co., which is owned by the Boston Herald-Traveler Corp.; KHQ Spokane, by Louis Wasmer to Spokane Chronicle Co.; WFIL Philadelphia, by Lit Bros. to *Philadelphia Inquirer*.

Advertisements in each case specify contract terms with the

(*Continued on page 80*)

Revere Sponsors New Show; Ends 'Adventure' Controversy

A CONFUSED contractual situation ended last week in the sponsor's substitution of a new show for *Human Adventure* which it had sought unsuccessfully to move from Chicago to N. Y., and a subsequent broadening of *Adventure* series.

Revere Copper & Brass Inc. cancelled its sponsorship of *Adventure*, effective Nov. 25, and on Dec. 5 will launch a new series, *Exploring the Unknown*, in the Sunday 9-9:30 p.m. spot on Mutual.

New series will dramatize the romance of pure and applied research, with each script approved in advance by a recognized expert and with the experts frequently appearing on the program.

Program is owned by St. Georges & Keyes Inc., advertising agency for Revere, and will be produced and directed by Sherman Dryer. Mr. Dryer, who has produced *Adventure* since its inception, has re signed from WGN to join St. Georges & Keyes in New York. *Exploring* will originate at Longacre Theatre, New York.

As result of Mr. Dryer's resignation, Revere's cancellation, and a conference between WGN and the U. of Chicago, which controls the *Adventure* scripts, authorities said future *Adventure* programs would be expanded to include the arts and humanities.

Fran Coughlan of WGN continuity department will serve as script editor and liaison between station and university. In a conference Oct. 30 school officials told WGN representatives they had no objection to commercial sponsorship but that the show must remain in Chicago—a question which led to Revere's cancellation when it could not move the program to New York.

William A. McGuineas, WGN commercial manager, said neither a successor to Mr. Dryer nor a new time for *Adventure* had been decided upon by WGN. Attending the station-university conference were Chancellor Robert Hutchins, Dr. Ernest C. Colwell, George E. Probst, executive secretary of the university radio office, Mr. McGuineas and Buck Gunn, WGN program director.

Revere's relationship with *Human Adventure* began last spring when it was submitted to the agency by Mutual in New York, according to Victor Van der Linde, radio director of St. Georges & Keyes. Negotiations, he said, were opened with William B. Benton, then vice-president of the U. of Chicago, under whose auspices the program had been presented, and John Howe, Mr. Benton's assistant and head of the university's radio activities.

It was agreed, Mr. Van der Linde

(*Continued on page 80*)

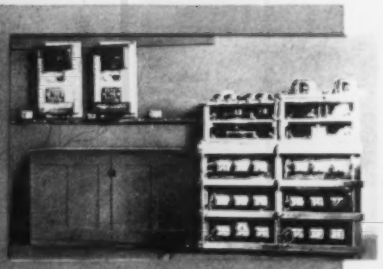
"CARTER'S GROVE", NEAR WILLIAMSBURG, VIRGINIA
LINOLEUM BLOCK PRINT FOR WRVA BY CHARLES SMITH

JUNE TO SEPTEMBER, 1751....

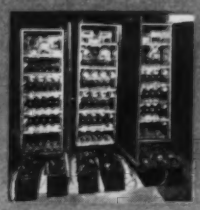
Down the historic James River from Richmond (five miles east of quaint Williamsburg), standing on a bluff eighty feet high, is Carter's Grove . . . the commodious and handsome home of Carter Burwell, its builder and first master . . . typical of several great eighteenth century houses which stand today along both banks of the ever-adjacent James. An old plantation book of the Burwell family reveals many interesting details of its construction, including the fact that it was begun in June and completed in September of 1751. Now, almost 200 years later, shortages of manpower and materials would permit no such new and impressive examples of Colonial architecture. It is gratifying to note, however, that today the love of Home is among the foremost of Southern traditions. To become a daily and intimate part of such cultural living is no casual construction . . . but WRVA has achieved this coveted distinction through twenty years of purposeful building.

50,000 WATTS . . . . NIGHT AND DAY
STUDIOS IN RICHMOND AND
NORFOLK, VIRGINIA

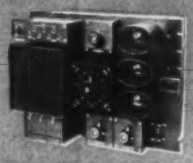
WRVA



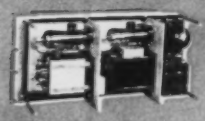
1915. World's first vacuum tube repeater, produced by Western Electric, made transcontinental telephone calls possible.



1919. Among the earliest P. A. amplifiers were these made by Western Electric and used at Victory Way Celebration in New York City after World World I.

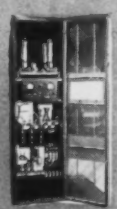


1922. First amplifier used generally in commercial broadcasting. Many of these 8-type amplifiers are still in use.



1931. Negative feedback principle introduced by Western Electric in telephone amplifiers, since applied to broadcasting and public address equipment.

1931. Western Electric developed this first all AC amplifier unit which eliminated batteries, made equipment more compact.



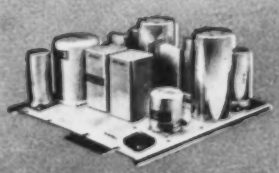
1936. One of the twenty 1000-watt amplifiers used in the world's largest commercial public address system at Roosevelt Raceway on Long Island.

1944. 250-watt beachmaster amplifiers, used by the Navy to direct landings on Saipan, Iwo Jima, and Okinawa.

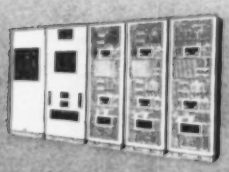
AMPLIFIER HISTORY... Made by *Western Electric*

For more than 30 years, Western Electric has made amplifier history. The skill and ability that time alone can bring, plus experience gained producing highly specialized amplifier equipment for war, mean continued leadership for Western Electric amplifiers in the years ahead.

Buy Victory Bonds and hold them!



1937. 120-121 type Western Electric amplifiers for use in the finest audio systems for AM and FM transmission.



1942. New and improved battle announcing system amplifiers of the type that helped save the crippled carrier *Franklin*.

TOASTING Dr. Raymond Shane, head of Shane Diagnostic Foundation, San Francisco and Oakland, sponsor of 12 different programs on eight stations, were the guests shown above with their host (sixth from left) at Dr. Shane's annual agency, station and talent get-together. Pictured (l to r) are "Foreman Bill" (Bill McIntosh) of KYA San Francisco; Robert Selby, San Francisco manager of Smith, Bull & McCreery Advertising Agency, Hollywood; Ad Johnson, also of SB&M; Leo Ricketts, manager of KFBK Sacramento; Philip G. Laskey, general manager of KROW Oakland; Dr. Shane; "Cactus Jack" (Cliff Johnson) of KLX Oakland; "Rodeo Roy" (Nick Nicholson) of KROW; Garrett Walker of KFRC San Francisco; A. McKie Donnan, account executive of Brisacher, Van Norden & Staff agency, San Francisco. Out of the picture, because he was snapping it, is "Longhorn Joe" (Wallace F. Elliott) of KROW, Dr. Shane's oldest radio personality. Dr. Shane's account is divided between Smith, Bull & McCreery, and Brisacher, Van Norden & Staff.

Church Control of Station Time Argued in WKBW Case

IS IT in the public interest for a church to control 17½ hours a week of a station's broadcast time?

This was the principal question raised last week at oral arguments before the FCC on its proposed decision directing WKBW Buffalo to free itself of a 99-year lease with the Churchill Tabernacle before it can obtain renewal of its license. Sale of either WKBW or WGR, both owned by Buffalo Broadcasting Co., required under the duopoly rules, is contingent upon disposition of the lease, according to counsel for the station.

Joseph R. Morey, counsel for the Tabernacle, appealed to the Commission to grant the renewal despite the existence of the lease which, he explained, resulted from an arrangement in 1928 by which it sought to continue to broadcast its religious programs after it could no longer maintain its license on a one day per week basis.

Sold in 1931

The Tabernacle held the license from 1926 to 1931, he testified, but when the old Federal Radio Commission imposed minimum hours of operation it sold the station with the provision that it continue its Sunday services.

He said the public service character of the Sunday broadcasts ought to be taken into consideration by the Commission in its determination of the legality of the contract. While acknowledging that the Commission has the power to deny a license, he questioned the propriety of taking a contract which has been in force for more than 12 years and striking out the principal benefits given the Tabernacle.

Questioned by members of the Commission as to its power over licensees, he said he thought the Commission should wait until the issue of violation of the provisions of the Communications Act has been raised before invalidating the contract between the licensee and the Tabernacle.

When he was asked by Commissioner Walker whether he considers the Tabernacle a joint licensee, in view of its contract with the station, he replied, "Technically, not, but for all practical purposes, yes."

Asked specifically by Mr. Walker whether he challenged the Commission's right to deny the license and the time granted to the church, he agreed the Commission has that right but he contended, if such a decision were made, the church, having originally owned the station, should be entitled to consideration in applying for a license.

"The point I make," he contended, "is that the Commission has the right to grant this license."

Power to Control Time

Chairman Porter reminded the witness that all contracts between licensees and sponsors must give the licensee power to control the use of the time but that no such provision exists in the Buffalo case.

Mr. Morey admitted that the licensee can take the Tabernacle off the air but that the church could take the recourse provided it under its contract.

Under questioning by Commissioner Durr, he said he believed the Commission can require a station to broadcast a particular program. Even aside from its wartime powers, he said, he thought that particular programs could be required in the public interest.

When Commissioner Walker asked him whether he thought the license of the station should revert to the church if the contract is held to be illegal, he replied: "I hope so." He pointed out it was the Tabernacle which built the station and that it is the only church whose complete evening service is broadcast.

In reply to questioning by Commissioner Wakefield, he said: "The church gets the time for nothing because it sold the station and the station is making money."

Frank Scott, counsel for the station, testified that under its present contract, executed in 1931, the Tabernacle has received $190,000 in cash and $163,000 through payment of debts assumed by the Corporation, or a total of $353,000. It has also had more than 15,500 hours of free time on the station.

He said the actual time used by the Tabernacle since the contract has been in force, averaging approximately 8½ hours each Sunday, totals 7,514 hours which at $50 an hour would be worth $375,700.

He contended the church has been compensated "far beyond any conceivable value" the station possessed at the time the present contract was entered into. He pointed out that the Buffalo Broadcasting Corp. has spent approximately $400,000 in improving the station and that the present facilities are entirely new and different from what they were when the lease arrangement was made.

Free Time 17 Years

He said the Tabernacle has been enjoying free time and use of the facilities of the station free of responsibility for 17 years. "It now seeks to perpetuate that situation for 82 more years," he asserted.

Considering the benefits it has obtained, he said, the Tabernacle ought to cooperate with the BBC in its efforts to obtain renewal of its license. However, he added, every attempt to modify the arrangement has been unsuccessful. "The attitude of the Tabernacle heretofore," he said, "does not represent a spirit of cooperation which a benefactor deserves."

Since July 14, 1931, he testified, the station's license has been held by the BBC. Previously, in 1929, BBC purchased WGR for $150,000 and moved it to farm of Irvine J. Kittenger one of the early leaders in the Tabernacle, adjoining WKBW. In 1934, he added, Mr. Kittenger unsuccessfully sought to reconvey the farm back to himself. During the discussions over the suit, he said, Mr. Kittenger resigned from the Tabernacle.

In 1934, he testified, the Tabernacle was reorganized under the name of Churchill Tabernacle, with Hiram W. Deyo, one of the original stockholders, also eliminated and the Tabernacle owning the Kittenger farm. The Tabernacle now had $18,750 in its treasury as compensation for its stock holdings in BBC, $3,250 for the WKBW-WGR site on the farm, it had enjoyed a minimum of 17½ hours a week free on WKBW since 1928, had been relieved of four-fifths its organist's salary, and still had its free time privileges, he said.

"And," Mr. Scott testified, "Clinton H. Churchill had been paid $219,675 in cash for his stock in BBC."

Mr. Morey returned to the stand briefly, protesting that Mr. Scott was digging up "past history of a 'bad bargain' made by the station, which was 'prejudicial' to his client." He said he could produce evidence to show that $1,500,000 was once offered for the station.

The Commission gave the parties 10 days for filing briefs.

KLIMENT APPOINTED MANAGER OF WJPA

ROBERT F. KLIMENT, former program director of WEBR Buffalo, has been appointed manager of WJPA Washington, Pa., succeeding John Croft. Mr. Croft is taking over radio directorship of a Pittsburgh advertising agency.

Mr. Kliment is a veteran of 14 years in broadcasting, and has been with stations in Cincinnati, Cleveland, Columbus, Portsmouth and Charleston, W. Va. WJPA is a station of the "friendly Group," including WSTV Steubenville, O.; WFPG Atlantic City, N. J.; WKNY Kingston, N. Y.

Sen. Huffman Succeeds Gurney in Senate Group

WITH APPOINTMENT of Sen. Huffman (D-O.) to the Interstate Commerce Committee, succeeding Sen. Chan Gurney (R-S. D.), resigned [BROADCASTING, Oct. 15], the Senate Standing Committee, in which radio legislation originates, now is composed of 13 Democrats and eight Republicans, under a new ratio alignment. Sen. Huffman was named to succeed former Sen. Burton, a Republican, now associate justice of the Supreme Court.

Committee members now include: Wheeler (Mont.), chairman; Barkley (Ky.), Johnson (Colo.), Stewart (Tenn.), Tunnell (Del.), McFarland (Ariz.), Hoey (N. C.), Johnston (S. C.), Myers (Pa.), McMahon (Conn.), Mitchell (Wash.), Briggs (Mo.), Huffman (O.), Democrats; White (Me.), Austin (Vt.), Shipstead (Minn.), Tobey (N. H.), Reed (Kan.), Hawkes (N. J.), Moore (Okla.), Capehart (Ind.), Republicans.

KLZ DOES IT BETTER

A Network-Quality Job on Programs of Local Interest

● KLZ holds high the banner of local, live-talent programming realizing full well that, as far as listeners are concerned, its homemade product competes not with the best the other local stations have to offer but with the best the networks have to offer.

KLZ, therefore, concentrates on doing a network-quality job on programs of local, specialized interest and service which the network never could handle, rather than trying to out-network the networks on programs the networks can do better.

"Colorado Speaks" is one of these programs. This weekly half-hour, an editorial round-up of Colorado newspapers, broadcast Saturday at 6:30 p.m. out-Hoopers such network shows as Blondie, Radio Readers Digest, Vox Pop, March of Time, Cavalcade of America and others (Winter-Spring).

Another KLZ half-hour dramatic show, "News of the Week in Review", broadcast Sunday evening at 8:30 rings up an even better Hooper, topping such network productions as Prudential Family Hour, Telephone Hour, Radio Hall of Fame, Kate Smith and others.

These are only two of approximately 75 live-talent shows a week of all types which KLZ produces, every one with a big listener following. KLZ has the talent and know-how to produce shows of specialized interest for sponsors who are interested in doing a better-than-average selling job in the Denver market.

EDITOR JOHN M. O'CONNOR of The Trinidad Morning Light, center below, reads his own editorial over KLZ on the weekly half-hour program, "Colorado Speaks". This program, now in its sixth year on KLZ, gives a weekly round-up of editorial opinion from 200 Colorado newspapers, invites a different editor to appear on the program each week.

1945 Peabody Awards Contest Opens As Radio Celebrates 25th Birthday

ANNUAL selections of the George Foster Peabody Radio Award judges, for which entries close next Jan. 7, bear a special significance because they coincide with the 25th anniversary of broadcasting, according to Dean John E. Drewry, of the Henry W. Grady School of Journalism U. of Georgia.

Instructions for entries in the 1945 competition have been sent to all radio stations as well as listening post committees, which handle the preliminary screening for the journalism school. These committees have been set up all over the country by Mrs. Dorothy Lewis, NAB Coordinator of Listener Activity. Their recommendations will be made to the national board.

Additional recommendations will be made to the board by many institutions affiliated with the American Assn. of Schools and Departments of Journalism.

The awards are designed "to recognize the utmost disinterested and meritorious public service rendered each year by the broadcasting industry, and to perpetuate the memory of George Foster Peabody, benefactor and life trustee of the University, and friend of educational progress everywhere."

Administering the awards is the School of Journalism, assisted by the NAB. Final selections are made by a U. of Georgia faculty committee and a national advisory board headed by Edward Weeks, editor, *Atlantic Monthly*, Boston. They will be announced early in 1946.

The seven classifications of 1945 awards were announced by the university as follows:

1. That program or series of programs inaugurated and broadcast during 1945 by a regional station (above 1000 watts) which made an outstanding contribution to the welfare of the community or region the station serves.

2. That program or series of programs inaugurated and broadcast during 1945 by a local station (1000 watts or under) which made an outstanding contribution to the welfare of the community the station serves.

3. Outstanding reporting and interpretation of the news.

4. Outstanding entertainment in drama.

5. Outstanding entertainment in music.

6. Outstanding educational program.

7. Outstanding children's program.

BOUNDY NEW CHIEF ENGINEER FOR FORT

MAJ. GLENN G. BOUNDY, AUS, Signal Corps, will be released from service this week to become chief engineer of the Fort Industry Company, which operates stations in Toledo, Lima, and Zanesville, Ohio; in Wheeling and Fairmont, West Virginia, and in Atlanta and Miami.

Maj. Boundy during the war received the Legion of Merit for outstanding work in radio engineering at Teheran where he supervised Army radio engineering for three years. He was responsible for the broadcasting setup for the Big Three conference held there. Before the war, he was chief engineer of Fort Industry's WWVA Wheeling.

He will have headquarters at the Fort Industry Company's new Washington offices, 1231 31st St., N. W. George B. Storer, president of the firm and recently released as a commmander in the United States Naval Reserve, currently is operating out of the Washington office.

DOFFING Army garb for "civvies," Col. Thomas H. A. Lewis (left), retiring commandant of Armed Forces Radio Service, Los Angeles, receives good wishes from Capt. Richard D. Zern, USN, assistant commandant. Maj. Martin H. Work (c) was named commandant as Col. Lewis' successor.

SINCE the repeal of the Nebraska anti-ASCAP law last August, the Society has licensed all 13 stations in the state, according to Jules M. Collins, in charge of the ASCAP radio department.

WBBM's Harvest Festival Reaps Big Amateur Crop

WBBM-CBS Chicago, in conjunction with the *Chicago Times*, inaugurated an amateur program Oct. 27, to discover a king and queen for the annual Harvest Moon festival to be held at Chicago Stadium Nov. 24. By the time the first show went on the air WBBM had auditioned an average of 75 vocalists a day. Walter Preston, WBBM program director, supplied a 20-piece dance orchestra, to accompany them.

Two winners will be selected on each of three of the amateur programs. On the fourth show, six of eight will be chosen to compete on the Harvest Moon contest, with Tommy Dorsey's Band. The finalists will each receive a $75 a week contract with WBBM, in addition to a week's engagement at a Chicago theater.

Announcing

EDWARD M. KIRBY

Colonel (Retired) Former Chief, Radio Branch, War Dept.

COUNSELOR IN PUBLIC RELATIONS

Providing a modern public relations service to individuals, industry and institutions.

Inaugurating business November 8, 1945, with the following clients:

THE NATIONAL ASSOCIATION OF BROADCASTERS

INFORMATION PLEASE THE MARQUIS OF QUEENSBERRY

WILLIAM B. ZIFF

New York
444 Madison Avenue

Washington
2500 Que St.

Nashville
Medical Arts Bldg.

London
17 Shaftesbury Ave.
Piccadilly

Over Five Million Moved Into Cities

Net Loss 2,900,000 to Farms During Period of War

FROM December 1941, when the U. S. entered the war, to March 1945 about 5,400,000 civilians moved from farms to cities and other nonfarm areas, according to estimates by the Bureau of Census and Bureau of Agricultural Economics.

Partially offsetting this trend was a shift to farms from nonfarm areas, which amounted to about 2,500,000. Thus the farm population sustained a net loss of about 2,900,000 in the period, along with loss of about 1,500,000 to the armed forces.

Sample Survey

The population data are based on a sample survey of the civilian population made last March, with farm classification based on those who lived on farms and those who did not on Dec. 7, 1941. Nonfarm population was similarly classified, and children born after Dec. 7, 1941 are classified by 1945 residence only.

Increase in off-farm migration was due to job opportunities in urban areas, averaging 900,000 per year, with peak reached in 1942. Cities apparently have drawn to a considerable extent upon workers from nearby farming areas to expand production in their war industries and to replace workers who entered the armed forces or migrated to other cities to take war jobs, according to the Census Bureau.

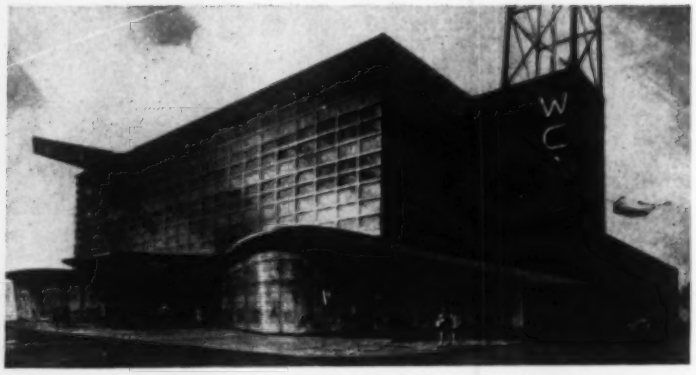
As a result there likely has been a considerable amount of migration occasioned by movement of urban workers to a different city with replacement by migrants from surrounding rural areas to the city which the urban workers left, says the Bureau. City workers made up the bulk of long-distance migrants, judging by the proportion who crossed State lines. A comparatively large proportion of interstate migrants lived in nonfarm areas in both 1945 and 1941, and relatively few moved to and from farms.

Majestic Moves

MAJESTIC RADIO & Television Corp., St. Charles, Ill., moved the sales, advertising and publicity personnel of Majestic Records Inc., New York, to headquarters at St. Charles Nov. 1. Ernest Anderson, New York publicity director, withdrew from company when New York commitments made it impossible for him to move with company to St. Charles.

New Quarters

WORD Spartanburg, S. C., has moved into new quarters at 291 East Main St. Grand opening for new location is set for this month.



RADIO AND TELEVISION center planned by WCAU Philadelphia is pictured in architect's drawing above. To include a four-story main building of limestone and stainless steel, the $2,000,000 structure will be headquarters for all WCAU operations upon completion.

WCAU Plans $2,000,000 Radio, Video Building to Be Ready by December 1947

PLANS for a $2,000,000 radio and television center were announced last week by WCAU Philadelphia, to cover an entire city block on Philadelphia's Broad Street and slated for completion in December 1947.

WCAU officials said the center, the first to be built in this country exclusively for television and sound broadcasting, would include a specially constructed landing field on the roof for helicopters to be used in television broadcasting from outside points.

Main building will be a four-story structure, 252 by 207 feet, built of limestone and stainless steel. A television and FM tower will extend 612 feet above ground level.

The present 10-story WCAU building, erected in 1931, will be abondoned and all facilities will be moved to the new building upon its completion.

Two large showrooms and a 500-seat auditorium for both sound and television broadcasting are planned on the main floor. Seating arrangement will be in horse-shoe style with two stages that will raise and lower by hydraulic pressure, one in front of the other. First stage, in center of the horse-shoe, can be raised independently, permitting television cameras to move around it and televise action both on stage and in the audience. Rear stage will supplement the other for larger settings when necessary.

Plans also call for a large television studio where several sets may be put up simultaneously so camera can be swung from one set to another. A sound-proof collapsible partition will permit division of this studio into two sections when needed. Rehearsal studios for television, film projection rooms, dresssing rooms, carpenter shop, paint shop and property storage space also will be included.

Other part of the building will contain seven broadcasting studios, administrative offices, lounges for employes and artists, music library, news room, writers rooms and audition rooms, and other facilities.

All studios will be equipped with latest developments in acoustics, with a combination of polycylindrical construction and adjustable vanes. Acoustical characteristics can be changed hydraulically from studio control room.

WCAU officials expect all television broadcasts to be in color by the time the center is completed, and estimate that with the addition of television and FM approximately 150 additional employes will be needed.

George Daub of Philadelphia is architect for the center, which will be built by Frank J. Larkin Construction Co. Forty thousand square feet of undeveloped property at rear of building will be reserved for later expansion.

Brouwer to Y. & R.

CHET BROUWER, for past six months West Coast assistant publicity director of N. W. Ayer & Son, has joined Hollywood publicity staff of Young & Rubicam Inc. He succeeds Terry Hayward, who shifts to production. Dorothy Doran is being shifted from N. W. Ayer & Son New York staff to Hollywood, taking over Mr. Brouwer's former duties. Bernie Smith, formerly public relations director of KFI Los Angeles and for past three years in Army, has also joined Y. & R. Hollywood publicity staff headed by Milton Samuel. Mr. Smith succeeds Joe Leighton, who shifted to J. Walter Thompson Co. as West Coast radio publicity director. Latter agency has also added a promotion and exploitation department under supervision of Peggy Wood, formerly of Hooperatings and NBC sales promotion department. Campaigns under her direction will be concentrated in markets where ratings and sales are below normal level. This is first time such a service has been initiated by an agency in Hollywood to augment publicity.

EXPANSION OF KFAB TO COST $400,000

EXPANSION PLANS of KFAB Omaha-Lincoln in connection with increase of power from 10,000 to 50,000 watts call for an expenditure of approximately $400,000, General Manager Harry Burke announced last week.

The new 50-kw transmitter [BROADCASTING, Oct. 29] will be located 15 miles southwest of Omaha. Work has been started for installation of the new Westinghouse equipment and the erection of towers, and completion is slated on or before next Aug. 15.

"A specially designed one-story brick building 67x97-feet will house not only the new 50 kw but also a 10-kw transmitter and a special power plant for emergency use," Mr. Burke announced. "Also there will be three Truscon towers 450 feet high, instead of one, because KFAB is directionalized at night with WBT Charlotte, N. C."

The 50-watt operation will make use of the new studios in Lincoln and new studios and offices soon to be built in Omaha. Plans call for 13,000 square feet of floor space for the Omaha studios and offices, where major activities of executive management, sales and broadcasting will be handled. Three sites are being considered. Temporary studios and executive management offices have been maintained in Omaha for some time and at present three daily newscasts originate there. Mr. Burke said the entire news department would be moved to Omaha Jan. 1.

BRITISH TO EXPAND RESEARCH IN RADIO

IMPORTANT expansion in British radio research, of benefit to civilian customers as well as the government, was seen in plans announced last month for the United Kingdom radio industry to undertake large-scale development work for the British Services. Developments and advances, it was explained, can be incorporated in commercial radio products.

Air Vice Marshal Tait, director general of signals at the United Kingdom Air Ministry, disclosed the plans. Apart from the world shortage of radio equipment, he said, Britain's ability to produce modern equipment incorporating the latest technical devices will give the industry a leading place in overseas markets, with export opportunities particularly great in television and radar fields.

Meanwhile, television manufacturers in Britain are concentrating on production of moderately priced video sets for domestic use, and large-screen cinema types. J. Arthur Rank, leading figure in the United Kingdom film industry, announced his company will cooperate with British radio firms in intensive research into large-screen television. Eight hundred Gaumont cinemas are to be equipped for television in a few years.

Broadcasting Magazine

PRESENTS IN PREVIEW

FOUR MURAL PAINTINGS

By W. B. McGill

HIGHLIGHTING THE PROGRESS OF THE ART OF BROADCASTING THROUGH ITS FIRST QUARTER CENTURY OF PUBLIC SERVICE

On View During and After

NATIONAL RADIO WEEK

NOVEMBER 4-10, 1945

In the Publication's Headquarters Office
WASHINGTON, D. C.

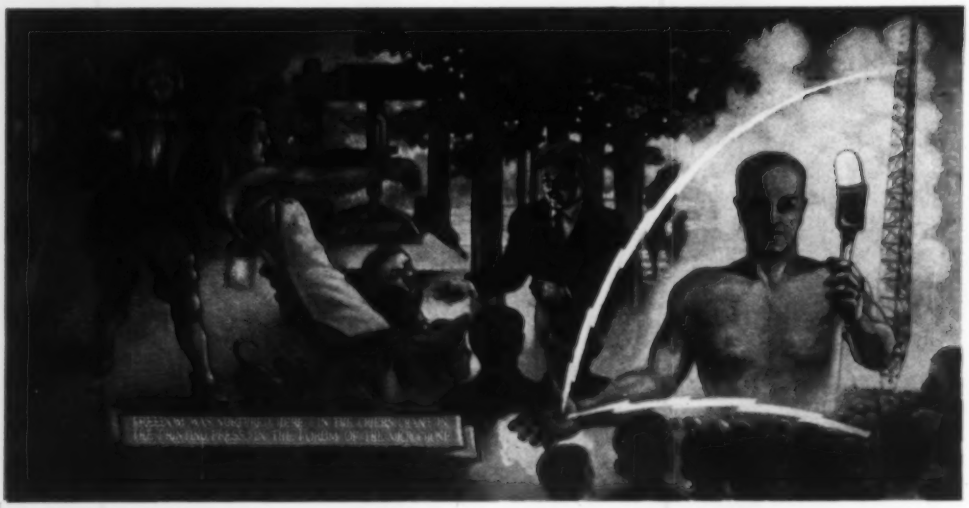
Dedicated to Broadcasting's Pioneers . . .

GENESIS: A CONTRIVANCE OF SCIENCE . . . THE MAGIC WELDING OF WIRES AND WISHES

This rendition bears the only portrait; the man with earphones in the foreground is Dr. Frank Conrad. Here are depicted, too, the electronic elements of the medium.

FREEDOM WAS NURTURED HERE—IN THE CRIER'S CHANT, IN THE PRINTING PRESS, IN THE FORUM OF THE MICROPHONE

The artist portrays the keystones of democracy, in an American panorama which found birth during Pilgrim days. At the right, a symbolic figure with a microphone—the newest Art.



The Panels are in the Reception Foyer of BROADCASTING Magazine, 8th Floor, National Press Building, Washington, D. C.

Men and Women of Faith and Vision

A WHISPER—LENT WINGS—BECAME THE THUNDER OF THE PEOPLES VOICE

You see children looking toward the symbolic tower, and two old men contemplating it even now with some skepticism. And in the vista beyond, a new world in which broadcasting will continue to assume its burden as an instrument of the people.

THERE COURSES IN SPACELESS FLIGHT, AT THE URGING OF MAN'S MIND, THE SERMON AND THE SONG BORN OF MAN'S SOUL

The studio of modern broadcasting is the universe. From the pulpit, from fields of play, from theaters and the world's capitals come programs for listeners in all strata of our nation's life. This is Radio by the American Plan.

He Mixes His Paint With A Microphone

WILLIAM BYRON McGILL, who painted the BROADCASTING murals, practices his genius in not one, but several professions.

He is advertising manager of Westinghouse Radio Stations Inc. He has been, in his 47 years, a typographer, a newspaper advertising salesman, a theatrical designer, an inventor, a radio station promotion director, an astronomer, and an artist.

The four murals he has executed for BROADCASTING were painted from conception to completion, in 61 days. They were done by Mr. McGill in his spare time between July 15 and September 15. Meanwhile, he found it possible to perform his regular vocational duties; to become so ensnarled in committee activities for National Radio Week that his hand, as much as any other, guided the planning; to pursue his regular hobby of photography, and otherwise to find outlet for his atomic enthusiasm.

In these wall paintings, Mr. McGill has funneled through a brush his major impressions of the radio art. Broadcasting, to him, is not only his bread and butter; it has been the ferment of his endeavor for many years. He has here, through the medium of the oldest art, portrayed the past and the promise of the newest.

The mural paintings were developed in final form after 12 preliminary sketches. The figures and patterns were roughed in by the artist in Philadelphia. He moved these outlines to his studio on the Central Pier at Atlantic City. There, using only three colors to attain a dramatic sepia effect, he brought color and form to his canvas. Each monumental portrayal is four feet six inches in depth, and they measure variously in length: six, eight, nine and 12 feet.

His attention to the job at hand was startling—and strictly McGill. At one time, as his task was nearing completion, a score of guests milled about the McGill studios, cocktails in hand, watching the Miss America beauty contest in progress on the Atlantic City boardwalk below. He continued stoically with his brush and pallette.

During the five years that Mr. McGill spent as promotion director of KDKA Pittsburgh, he made frequent pilgrimages among the listeners. He visited them with traveling bond-selling shows; he was there for remote special events.

In those days, he feels, was nurtured his philosophy about broadcasting. He didn't find it in the studios, neither did he sense it among station operators nor in his own advertising pursuits. He discovered it among the listeners—in their regard for those who had become their friends through a word or a song that defied space. He has long wanted to capture on canvas the montage impression of that intimacy which radio lends to the communion of men.

Mac, they call him. His eyes twinkle. He will spend as much time with a leg-pulling caricature of a pal as he will with a portrait in oil. His office is a litter of stacked manuscript, of advertising layouts, of books and chewed pencils. Things shouldn't be filed, they should be piled, he maintains. Putting things in a file consigns them to oblivion.

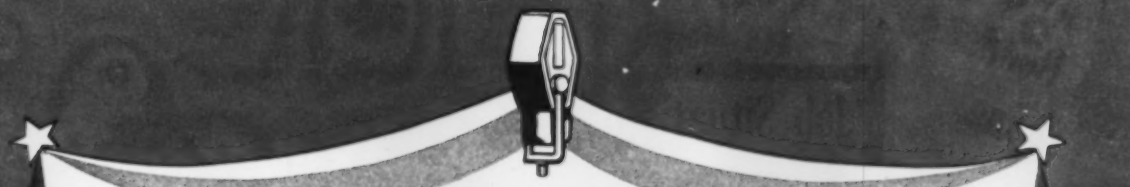
He is made of coiled springs, but not in the lean, hungry sense. He is chubby and his chest sits down with him. But one notes his alertness—for a ringing 'phone, for the "hello" of a visitor, but most particularly for the clear, clean twanging of an idea. When that happens, he practically reverberates.

Broadcasting. Painting. Can a man have three loves? Doubtless he can. Mrs. McGill, who finds the courage and the stamina to live in the presence of such an electronic cloudburst, is herself an artist. She was a KDKA staff musician when she married Mac. More recently she played the organ and led community sings on the famous Heinz Pier at Atlantic City. That pier was destroyed in a hurricane a year ago.

"My wife?" asks Mac. "She is an organist without a pier!"

BROADCASTING
The Weekly Newsmagazine of Radio
Broadcast Advertising

A radio station is known by the *Companies* it keeps



Household Finance *sells* Personal Loans *on the New* WJJD

The folks at Household Finance get the facts on results mighty fast. They can learn directly from their customers just what medium of advertising prompted the visit. So we're pleased as can be that the result-conscious Household Finance advertising department has chosen the *New* WJJD to carry both programs and spot announcements for four consecutive years. When you count on results, count on the *NEW* WJJD. Those 20,000 watts of SELLING POWER pay off consistently on a results-per-dollar basis.

20,000 WATTS OF *Selling* POWER

THE NEW WJJD

1160 ON YOUR DIAL

CHICAGO

A *Marshall Field* STATION REPRESENTED NATIONALLY BY LEWIS H. AVERY, INC.

POST-WAR *Business in Knoxville Looks Good!*

City's Postwar Building Boom in Full Swing

Several Major Jobs Are Under Way and Others Planned

Knoxville's "postwar building boom" is no longer a matter of future planning. It is now in full swing, and a survey of projects now under way or to be started soon indicate it will gain speed for some months to come.

(From Knoxville News-Sentinel Sept. 20, 1945)

Job Situation Bright Here: 5000 Openings

USES Received Only 353 Claims in Week for Compensation

Knoxville area's post-V-J unemployment picture stands in conspicuous contrast to many another U. S. industrial section where voluminous layoffs are sending former war workers by the thousands to waiting lines in front of U. S. Employment Service offices.

(From Knoxville News-Sentinel Sept. 21, 1945)

WBIR
Delivers
THE AUDIENCE
IN *Knoxville!*

Audience is not determined by power. A station's programs, reputation for community service, personality . . . all these, plus PROMOTION make an audience. For COVERAGE THAT COUNTS in Knoxville, place your sales message on WBIR. For data and availabilities ask a John E. Pearson representative.

● Represented nationally by JOHN E. PEARSON CO.

WBIR
A NUNN STATION

JOHN P. HART, Manager

Knoxville, Tenn.

NUNN STATIONS
WBIR, Knoxville, Tenn.
WCMI, Ashland, Ky.
Huntington, W. Va.
WLAP, Lexington, Ky.
KFDA, Amarillo, Tex.
Owned and operated by Gilmore N. Nunn and J. Lindsay Nunn.

AN AFFILIATE OF THE AMERICAN BROADCASTING COMPANY

Letters to The Editor

(BROADCASTING *will print "Letters to the Editor" of general interest. We reserve the right to edit material to meet space requirements.*)

EDITOR, BROADCASTING:

In the interests of accuracy, and "credit where it is due," Clair R. McCollough in October 15 BROADCASTING, asked 'Who conceived. created, and operates The American Forces Network?' The answer is obvious,—American Broadcasters, trained in the American System of Broadcasting, and now serving in the U. S. Armed Forces.

Having been Chief Engineer of the American Forces Network from its inception, March 1943—we went on the air July 4th of that year—until my transfer to ABSIE in February 1944, the following is how it all came about—although Morgan could probably give you a more factual account.

Brewster Morgan, then head of broadcasting for OWI in London, with General Lord, first began work on the idea for troop broadcasting earlier than March 1943. I was brought into the picture by Mr. Richard J. Condon, Chief Engineer, OWI, London, for the specific purpose of building and heading AFN. OWI built, operated, and maintained the first studios, and supplied the first 24 transmitters. Transmitter personnel, as well as program and announcing personnel, was from the Army. Lt. Col. (then Major) Chas. Gurney was head of the Army personnel, until Lt. Col. John S. Hayes (then Captain) was placed in charge. I forget the date of this change, but it was sometime in 1943, I believe, when Col. Gurney became head of entertainment for the ETO.

All the studio engineering personnel, including myself, were OWI until the first part of 1944, when I began to train Army personnel for the control room.

AFN is now, of course, almost entirely Army, except that Mr. Jack Boor, who replaced me as Chief Engineer—and built the new London studios, as well as Paris, and did much for the continental operation—transferred from OWI at a later date, and is now employed as a civilian by the Army.

No detraction from the Army's great job, and especially Col. Hayes' excellent work; but a few of us mere civilians in OWI had a finger in the pie at the beginning!

Incidentally, I suspect the quality of AFN programs had more to do with the skyrocketing of black-market prices for the "Hitler" radio, mentioned in this same issue. The "Hitler" radios mentioned were of two types: One, the Kleinemphanger, or "Little Receiver" and the other the "Volksemphanger" or "Peoples Receiver." Both these were small, 3 to 5 tube, very cheaply built reaction receivers, with a detector and one to two stages of audio. Their frequency range covered all those used by the Reichsrundfunk, except shortwave, (but including longwave), but their sensitivity was out of this world. It took a 100 kw next door to make them detect—almost.

DON V. R. DRENNER,
Ex-OWI (AFN-ABSIE-Radio Lux)
KGGF, Coffeyville, Kans.
October 18, 1945

* * *

LETTER FROM A LAYMAN

EDITOR, BROADCASTING:

May a mere layman, a garden variety listener, enter your professional pages? I'd like to reprove radio, but before I do so, let me hasten to say that we are confirmed radio listeners at our house—there is a radio in virtually every room. This, then, is no blast from a chronic objector to radio.

One of my quarrels with radio is that it makes no attempt to explain itself and its problems to the listener. Radio quite rightly shies away from advertising itself over the air—but there is a difference between advertising itself and explaining itself. How in the name of all that's sensible does radio expect listeners to be informed and intelligent when the industry itself makes virtually no effort to develop an understanding of radio? Sure, NAB issues some fine pamphlets, but how many people see them? (And anyway, they are rarely slanted to the lay listener.) Sure, NBC holds three summer institutes, but attendance is a drop in the bucket (and mostly people with a professional interest at that). Sure, there are brief conferences here and there (usually for teachers), but their Hooperatings would be practically zero.

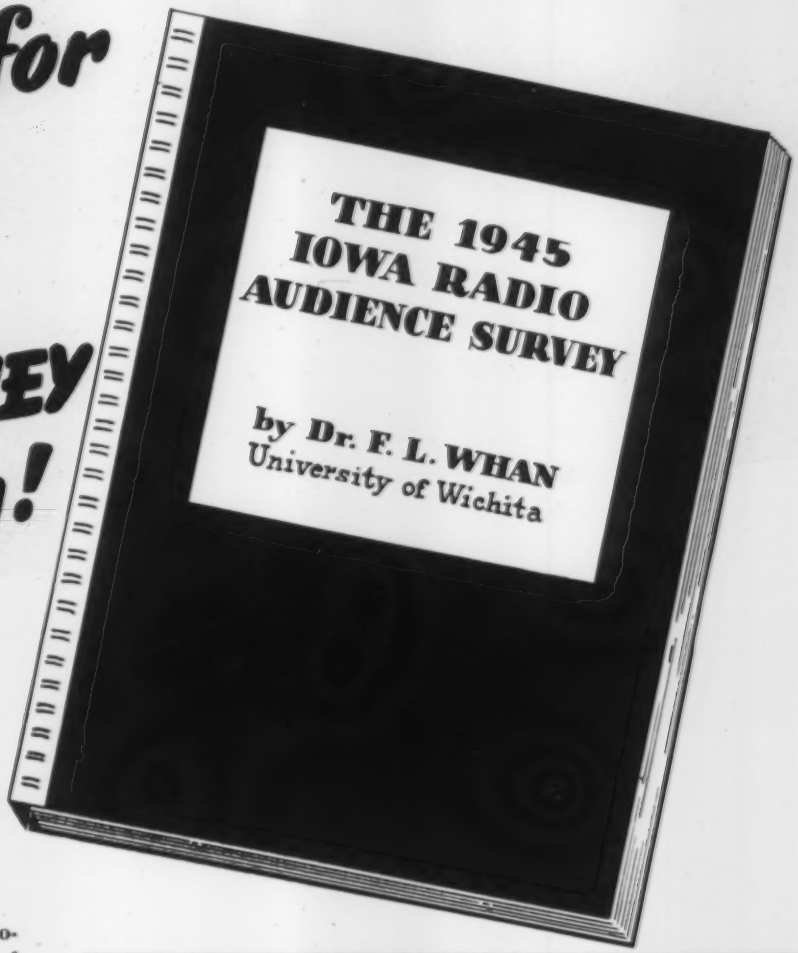
When criticized for inferior programs, radio looks abused and submits that the public just doesn't want the "better" programs. Stuff and nonsense! Radio doesn't know what the public would want if it were properly informed. Radio gives out with a pompous cliche about how *listening* and *hearing* are two different things—hearing a sense with which everyone is born, listening a skill that requires training. Well, who's going to provide that training?

Radio, I submit, should provide that training. Let's have a program about how to listen to radio. Radio has the stations, it has the trained personnel, it has the professional information. So what's stopping such a program?

In case this idea should ring a bell with some program manager, let me be specific. A daily quarter hour—sponsored if you will, public service if you're courting the FCC. No, not at 11:45 p.m. If you're going to give the idea a try, why not go whole hog and put the program at an hour when the entire family is up and listening? Johnny will talk about it at school when his class studies radio; mother

(*Continued on page 34*)

Send today for your 1945 IOWA RADIO AUDIENCE SURVEY .. Ready soon!



Up-to-Date Answers on Dozens of Vital Questions Every Advertiser Should Know!

●

Do you know **which radio stations are "listened-to-most" in Iowa—day and night? The percentage of the total audience that prefers each station—how these figures break down by age, sex, place of residence (urban, village, farm)?**

Do you know **which stations are preferred for newscasts—for farm programs?**

Do you know **what proportion of the total audience actually listens at each half-hour period during the day and evening? Ditto for urban people, village people, farm people? Effect of sex on these figures? Effect of age?**

Do you know **the answer to practically *every question* that time-buyers, account executives and advertising managers ever ask about the Iowa radio audience, and its reactions to radio in Iowa?**

If not, **mail the coupon for your free copy, now. The supply is limited. Requests will be filled in order of receipt.**

●

THE 1945 IOWA RADIO AUDIENCE SURVEY

is the *eighth* annual study of the Iowa radio audience. It was compiled from interviews with families, in every county of Iowa, and represents one interview for every 83 families in the State.

It was conducted by a recognized authority, Dr. Forest L. Whan of the University of Wichita, following accepted "sampling" procedures.

In addition to bringing you completely up-to-date information on Iowa listening habits, the 1945 Survey discloses a number of new facts never before investigated.

Its statistical data is profusely "visualized" with detailed maps and pictographs. It is the most authoritative and helpful study available; *it is a MUST for every thoughtful advertising or merchandising man doing business in Iowa.*

Station WHO
914 Walnut Street
Des Moines 7, Iowa

Gentlemen: Please send me, without obligation, my FREE copy of the 1945 Iowa Radio Audience Survey.

Name .....

Company .....

Street .....

City ..... State .....

+WHO *for* IOWA PLUS!+

Des Moines . . . 50,000 Watts

B. J. PALMER, *President* J. O. MALAND, *Manager*

FREE & PETERS, INC. . . . *National Representatives*

Letters

(*Continued from page 32*)

may take bits of it with her to her bridge club.

The approach? Lightsome, of course. It's no news to radio that people dearly love to be informed, to have the "inside dope" if they can do so with a minimum of headwork. So let's explain radio simply but with a sprightly touch.

The content? Yesterday, today, and tomorrow in radio. Yesterday—perhaps famous historical firsts in radio: the famous Marconi *s* signal that crossed the Atlantic, the radio rescue of the *Republic*,—all in dramatic narrative, with lots of colorful detail. Tomorrow—breath-taking vistas into the possibilities of FM, television, facsimile, and so on. Today—the latest from Paul Porter (you'll reach a great many more people than that *American Magazine* article did); pending legislation in Congress (might stir up a lot of useful fan mail to Congressmen!); sugar-coated lessons on how to listen to radio; how music is used to tell a story, for example, or how sound effects are similarly used; anecdotes on the comic results of half-listening (as an indirect reproof to those who get all bawled up because they but half listen); maybe a hot listener argument on radio manners in the home—the possibilities are legion!

Such a program, I submit, is worthy of the best talent radio has to offer. The FCC would doubtless beam with approval. Radio would be giving itself a big plug (after all, no one can contemplate the immense amount of time, skill, and talent that goes into a program without being genuinely impressed; the trouble now is that few listeners have even the vaguest idea of how much effort goes into the making of a fine radio program). The public would be entertained at the same time that it developed the background with which to appreciate the best that radio has to offer.

Any takers?

CORAL REESE
320 West Forty-First Street
Los Angeles, California

P. S.—No, I'm not looking for a job. This suggestion is tendered as a free-will offering, no strings attached.

* * *

NO APOLOGIES

EDITOR, BROADCASTING:

Let's throw away our crying towels! Let's quit dampening each other's shoulders with our pearly tear-drops! Instead of going around, whimpering and cringing—let's fight back!

The American System of Broadcasting needs to apologize to nobody. In twenty-five short years we've done a helluva good job—and let's not have any argument about this simple statement of fact. Yet, every time some small, but highly vocal minority—often it's just ONE, high-brow listener (an *occasional* listener, at that) starts taking pot-shots at radio "commercials" (or commercialism) what do we do? We agree with 'em.

I ask you, does that make sense? Ours is a mass medium—our listeners, our *loyal* listeners, are numbered in the millions. And I'll bet my bottom dollar, just about 99.9% of these listeners *like* what comes out of their radio receiving sets—in fact, are even enthusiastic about it.

This can be verified in a hurry. We believe in radio, as an advertising and propaganda medium, don't we? Then, let's use our own stations to propagandize, in our own behalf. If every station in the country started asking its listeners—frequently, day in and day out—to let the station know whether they like the radio programs they listen to—the stations would quickly get thousands of "bouquets". And we could *use* such positive evidence, that we aren't all money-hungry, stumble-bums.

We could use it to combat the self-appointed (or FCC-appointed) critics, who would like to make our system as dull and colorless as that of the countries in which radio is a government subsidy. . . . .

Practically all established stations enjoy a considerable amount of prestige in their own communities. Let's cash in on that prestige. Let's ask the mayor of our town—and all leading citizens—to put, in writing, their honest opinion of our broadcasting efforts and our service to our community. The opinions will be favorable, that's certain. Then, let's use this as ammunition, to fire back, when we're fired on.

Maybe, in collecting "bouquets" from our average listeners—and our leading citizens—we'll get a few "brick-bats", too. So what?

But to hell with the critic with an axe to grind—or who has no understanding of our business—or who lives in an atmosphere too rarefied for Mr. and Mrs. George Spelvin, whom we *must* please, most of the time, if we value our necks.

The NAB could render a real service to the broadcasting industry, by assuming the responsibility for the overall job of assembling, correlating and preparing, in *usable* form, the hundreds of thousands of *favorable* opinions of radio broadcasting that all stations can easily obtain.

Let the NAB put real thought and effort into the job of using this material in the preparation of a "merchandising" campaign to SELL radio broadcasting, as it exists, today, in America.

As I said before, let's fight back. Let's all *get* togther—and *stay* together—on the all-important job of self-preservation.

The hour is growing late.

G. F. "RED" BAUER
Sales Manager
WINN Louisville.

UNDISGUISED and QUITE PREDICTABLE

● Strange and unpredictable were the habits of Christina, who ruled Sweden from 1632 to 1654. Contemporary accounts tell that she frequently disguised herself with man's attire, was expert with horse and musket and swore like a soldier. This strange woman was also a scholar of international renown and during her reign fostered the development of Swedish art, science and literature.

Baltimoreans, too, have a habit, though milder and more conventional. Recognizing WCBM as a consistently dependable source of the best in broadcasting, this station has become "Baltimore's Listening Habit." For advertisers, WCBM's value is most significant, since Baltimoreans' radio habits and preferences are undisguised and quite predictable.

Baltimore's Listening Habit

WCBM

MUTUAL BROADCASTING SYSTEM

John Elmer
President

Free & Peters, Inc.
Exclusive National Representatives

George H. Roeder
General Manager

AGENCY EXECUTIVES JUDGE CBS CONTEST

APPOINTMENT of judges for the $25,000 Affiliated Station Promotion Contest conducted by CBS in New York was announced Oct. 25.

Judges are: Robert Collins, N. W. Ayer & Son, chairman; Linnea Nelson, J. Walter Thompson Co., vice-chairman; Frank Silvernail, BBDO, third member supervising committee; Carlos A. Franco, Young & Rubicam; C. T. Ayres, Ruthrauff & Ryan; Robert Buckley, Dancer-Fitzgerald-Sample; William Dekker, McCann-Erickson; John Hymes, Biow Co.; Leonard T. Bush, Compton Advertising; Francis Barton, Benton & Bowles.

Contest, which began Sept. 16 and runs until Nov. 17, will award $10,000 to the affiliated station having the best all-around promotional effectiveness during the contest period, with 10 other awards ranging from $5,000 to $1,000.

DuMont Develops Range Of Sizes in Video Tubes

ANOTHER FORWARD STEP in postwar television is the new cathode-ray tubes offered by DuMont Labs, Passaic. Company has them in both the electrostatic and the magnetic deflection and focusing types, and in the 5, 7, 10, 12 and 20 inch sizes. The 15 inch tube with magnetic deflection and focus will soon be added after development is completed.

Relatively flat faces are used in all types. There are 5 and 7 inch tubes with 24 inch screens. The 10 inch tube has a 42 inch radius, which means a relatively flat face of good picture area. The huge 20 inch tube, designed for direct-viewing, large-screen television with great brilliance and detail, has a 30 inch radius. Operating voltages range from 1500 to 15,000 volts. DuMont has issued a bulletin illustrating the tubes.

Wharfield Succeeds Kirby, Who Opens Offices as Public Relations Counsel

MAJ. ALBERT WHARFIELD has succeeded Col. Edward Kirby as chief of the Radio branch, War Dept. Bureau of Public Relations.

Mr. Kirby

Before entering the Army, Maj. Wharfield was manager of national ratings for C. E. Hooper Inc. Col. Kirby, now a civilian, has opened offices in New York, Washington, Nashville and London as public relations counselor. He has been retained as public relations counselor to the NAB. He handled NAB's public relations before he joined the service.

A veteran of two years overseas,

Maj. Wharfield

Maj. Wharfield holds the Legion of Merit awarded him for outstanding contributions to communications in the Mediterranean Theater. As radio officer to Gen. Eisenhower in London in 1942, he worked on plans for the radio coverage and communications facilities of the North African invasion.

In August 1943 he was made press communications officer for the Mediterranean Theater. His field press communications system there formed a pattern for coverage of the Normandy and following invasions. He returned to the States as officer in charge of the overseas section of the Radio Branch in March 1944. He later succeeded Lt. Col. Jack Harris as executive officer.

Present executive officer is Maj. Charles Batson, who was with Maj. Wharfield throughout the North African and Italian campaigns and former program director of WFBC Greenville, S. C.

Big IRE Meeting

PAPERS on AM, FM and TV broadcasting, navigational aids, communications and relay links, radar, industrial electronics, testing equipment, panoramic reception, microwave measuring devices, broadcast receivers, vacuum tubes, antennas and radio wave propagation will be presented at the 33rd annual Winter Technical Meeting of the Institute of Radio Engineering. Meeting will be held Jan. 23-26 at the Astor Hotel, New York. Papers are expected to be of special significance this year, with wartime restrictions lifted and free discussions of many technical developments again possible for the first time since Pearl Harbor. Commercial exhibits of new models and parts will be another major factor this year, with more than 150 firms expected to exhibit.

WOOD GRAND RAPIDS

No. 1 STATION (5000 WATTS)
WITH THE No. 1 NETWORK (NBC)
IN THE No. 1 MARKET IN OUTSTATE MICHIGAN

PAUL H. RAYMER CO., Sales Representative

ALASKA
KFOD Anchorage
KFAR Fairbanks

ALABAMA
WHMA Anniston
WSGN Birmingham
WJBY Gadsden
WHBB Selma
WFEB Sylacauga

ARIZONA
KWJB Globe
KGLU Safford
KTUC Tucson
KYUM Yuma

ARKANSAS
KELD El Dorado
KFPW Ft. Smith
KFFA Helena
KTHS Hot Springs
KLRA Little Rock

CALIFORNIA
KERN Bakersfield
KIEM Eureka
KFRE Fresno
KARM Fresno
KFWB Hollywood
KFOX Long Beach
KGER Long Beach
KFI Los Angeles
KYOS Merced
KTRB Modesto
KWBR Oakland
KPAS Pasadena
KVCV Redding
KCRA Sacramento
KFSD San Diego
KALW San Francisco
KGO San Francisco
KSFO San Francisco
KVEC San Luis Obispo
KVOE Santa Ana
KWG Stockton
KTKC Visalia
KHUB Watsonville

COLORADO
KGIW Alamosa
KVOR Colorado Springs
KIUP Durango
KFEL Denver
KFXJ Grand Junction
KGHF Pueblo
KGEK Sterling

CONNECTICUT
WELI New Haven
WATR Waterbury

FLORIDA
WDAE Tampa

IDAHO
KID Idaho Falls
KWAL Wallace

KANSAS
KGNO Dodge City
KIUL Garden City

KENTUCKY
WCMI Ashland
WHLN Harlan
WHOP Hopkinsville
WINN Louisville
WGRC Louisville

MAINE
WABI Bangor
WAGM Presque Isle

MARYLAND
WITH Baltimore
WTBO Cumberland
WFMD Frederick
WJEJ Hagerstown

MASSACHUSETTS
WHDH Boston
WORL Boston
WESX Salem
WSPR Springfield
WMAS Springfield

MICHIGAN
WWJ Detroit
WKAR East Lansing
WDBC Escanaba
WHDF Calumet
WFDF Flint
WJEF Grand Rapids
WOOD Grand Rapids
WJMS Ironwood
WIBM Jackson
WKLA Ludington
WCAR Pontiac
WHLS Port Huron
WEXL Royal Oak
WSOO Sault Ste. Marie

MINNESOTA
KATE Albert Lea
KDGE Fergus Falls
KUOM Minneapolis
KVOX Moorhead
WCAL Northfield
KROC Rochester
WMIN St. Paul

MISSOURI
KFVS Cape Girardeau
KFRU Columbia
KGBX Springfield
KTTS Springfield
WEW St. Louis
WIL St. Louis

Musical and Dramatic Shows

FREE

FOR THE ASKING—
(While They Last—Act Now)

Look at the Stations Presently Using the

"Heroes of the Merchant Marine"

Available for Local Sponsorship

13 SHOWS—FIFTEEN MINUTES

The War Shipping Administration produced this series of transcribed programs with top talent and facilities—Fred Folger (producer of Ed Wynn's Firechief) produced it —Ray Lewis narrates it and Phil Bovero's Orchestra plays it. Thirteen thrilling programs of the type you will be proud to bring to your community.

Call, Write or Wire "Pete" Peterson

Universal Recorders

6757 Hollywood Blvd.
HOllywood 8282
HOLLYWOOD

Mark Hopkins Hotel
EXbrook 4567
SAN FRANCISCO

MISSISSIPPI
WJDX Jackson

MONTANA
KGHL Billings
KRJF Miles City
KGCX Sidney
KGEZ Kalispell

NEVADA
KENO Las Vegas

NEBRASKA
KHAS Hastings
KODY North Platte

NEW HAMPSHIRE
WLNH Laconia

NEW JERSEY
WSNJ Bridgeton
WAAT Newark
WTTM Trenton
WTNJ Trenton

NEW MEXICO
KGGM Albuquerque
KOB Albuquerque
KAVE Carlsbad
KWEW Hobbs
KVSF Santa Fe

NEW YORK
WABY Albany
WMBO Auburn
WBEN Buffalo
WEBR Buffalo
WGBB Freeport
WHCU Ithaca
WJTN Jamestown
WGNY Newburgh
WABC New York
WEVD New York
WINS New York
WNYC New York
WKIP Poughkeepsie
WHEC Rochester
WBCA Schenectady
WHAZ Troy
WATN Watertown
WWRL Woodside

NORTH CAROLINA
WBBB Burlington
WBIG Greensboro
WSOC Charlotte
WEGO Concord
WISE Asheville

NORTH DAKOTA
KDLR Devil Lake
KLPM Minot
KLPM Minot
KOVC Valley City

OHIO
WAKR Akron
WICA Ashtabula
WSAI Cincinnati
WOSU Columbus
WING Dayton
WFIN Findlay
WMOH Hamilton
WLOK Lima
WMAN Mansfield
WPAY Portsmouth
WIZE Springfield
WRRN Warren
WKBN Youngstown

OREGON
KBKR Baker
KBND Bend
KORE Eugene
KUIN Grants Pass
KLBM La Grande
KMED Medford
KWRC Pendleton
KSLM Salem
KBPS Portland
KXL Portland
KODL The Dalles

PENNSYLVANIA
WSAN Allentown
WCED DuBois
WLEU Erie
WHJB Greensburg
WHP Harrisburg
WAZL Hazleton
WDAS Philadelphia
WHAT Philadelphia
WIP Philadelphia
KDKA Pittsburgh
WJAS Pittsburgh
WEEU Reading
WKOK Sunbury
WMBS Uniontown
WIPA Washington
WSBA York

SOUTH CAROLINA
WLAT Conway

SOUTH DAKOTA
KABR Aberdeen
KGFX Pierre
KELO Sioux Falls
WNAX Yankton

UTAH
KSUB Cedar City
KOAL Price
KLO Ogden
KALL Salt Lake City
KDYL Salt Lake City
KNAK Salt Lake City
KUTA Salt Lake City

TENNESSEE
WAPO Chattanooga

WASHINGTON, D.C.
WWDC Washington, D. C.

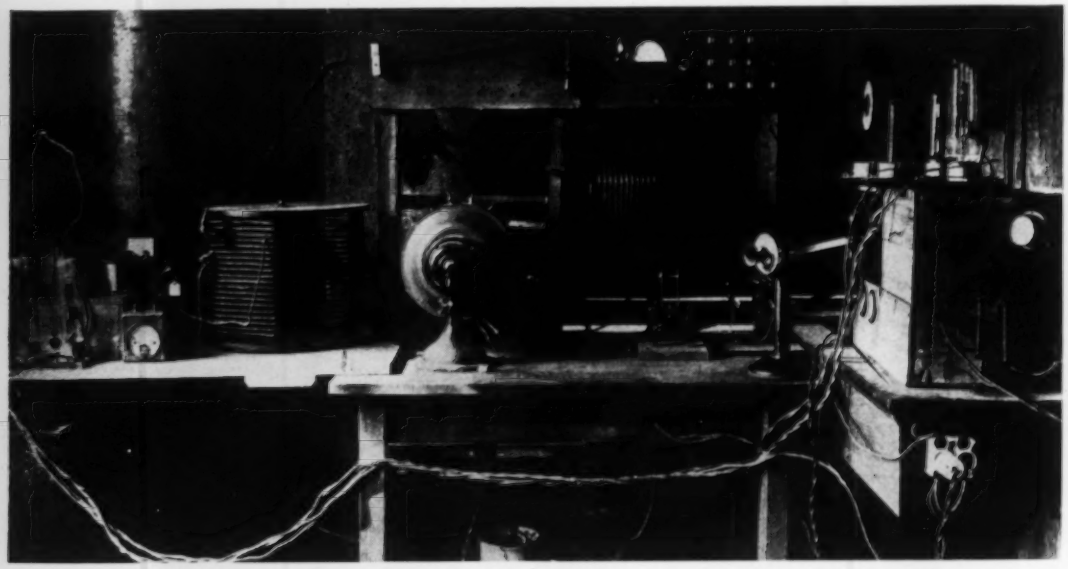
WASHINGTON
KVOS Bellingham
KWLK Longview
KWSC Pullman
KOMO Seattle
KIR Seattle
KFIO Spokane
KIT Yakima
KUJ Walla Walla

WEST VIRGINIA
WJLS Beckley
WMMN Fairmont
WSAZ Huntington
WPAR Parkersburg
WBRW Welch
WBTH Williamson

VIRGINIA
WSAP Portsmouth
WTAR Norfolk
WBTM Danville
WGH Newport News
WRNL Richmond

WYOMING
KDFN Casper
KFBC Cheyenne
KVRS Rock Springs
KWYO Sheridan

PICTURE ALBUM FROM AN EARLY ERA . . .



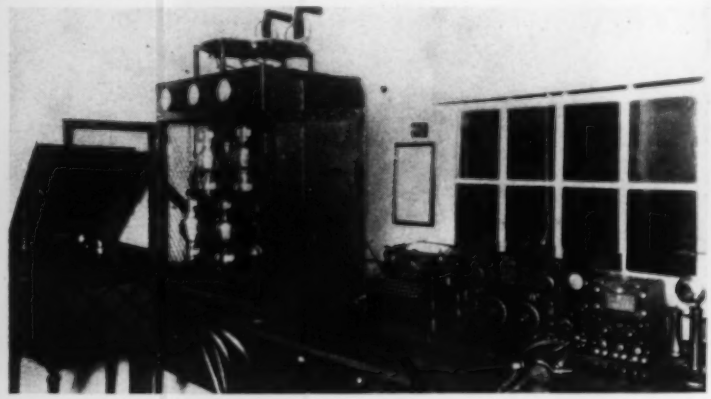
LONG before KDKA Pittsburgh was established Dr. Frank Conrad, of Westinghouse, was tinkering in his garage with this equipment, using the call letters 8XK. If you're a lover of detail, the boxes on which many of the quaint doodads are mounted originally contained 20 packages of Old Honesty Soap.

FIRST WWJ Detroit transmitter, put on air in 1920 by William S. Scripps, was built by Dr. Lee de-Forest, early radio inventor.

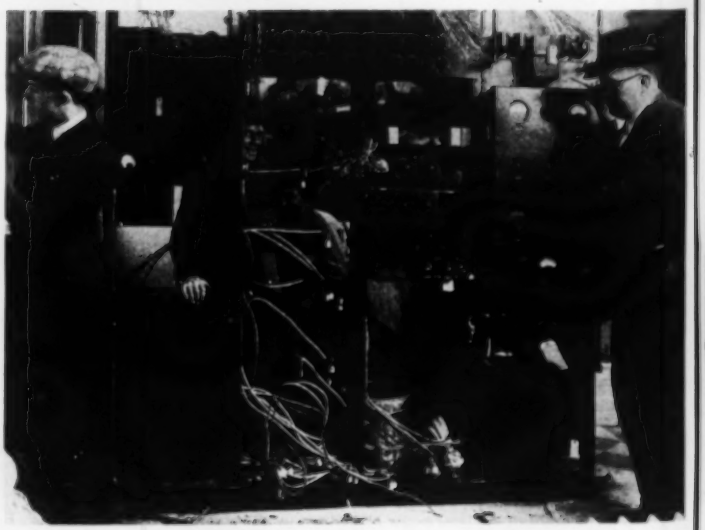
IF YOU'RE technically minded, this is electronic television set of the 20s, designed by Dr. Vladimir Zworykin (left), then Westinghouse, but now with RCA.

EARLY broadcast experiments were conducted back in 1919 in this studio of WSUI, Iowa City, according to the U. of Iowa.

DR. B. J. PALMER (left), founder of WOC, interviewed Jack Dempsey in the fighter's first mike battle. Scene was Dr. Palmer's home.



THIS NEAT display of gadgets, complete with Underwood No. 5 typewriter, late type telephone and a snappy Edison console phonograph, comprises the first transmitter and control room put into operation by WJZ in Newark, N. J., more than two decades ago.



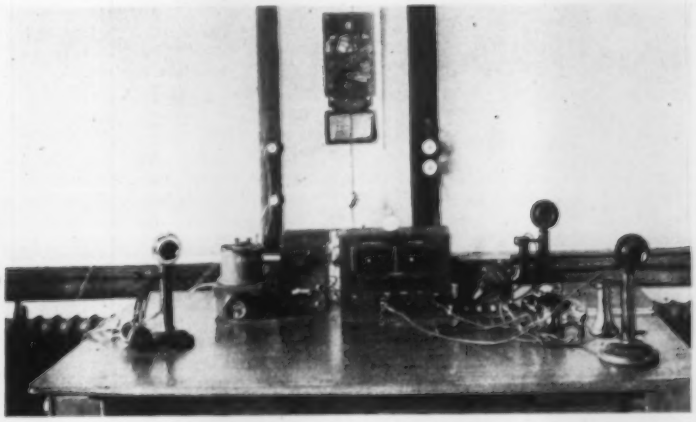
FIRST 5 kw transmitter west of Chicago, being installed at WOC Davenport in spring of 1924. At right is Frank W. Elliott, general manager of WOC and president of the NAB during the 1924-25 period. At left is Franklin Pierce, who was the first engineer of WOC.

. . OF BALING WIRE AND CHEWING GUM

HISTORY of microphones is presented in this photo, with Kolin Hager, manager of WGY Schenectady, looking over the collection of crystal types at left. At right is modern velocity mike. Curved tube is boom mike stand. Also in left center is grandfather of all mikes—according to consensus—the carbon.

HAD KSD St. Louis owned a green carpet, it would have rolled it out for this 1922 broadcast by Vice-President Thomas R. Marshall, obviously deeply impressed by the collection of tubes, batteries and microphones.

PIONEER farm broadcaster was Frank E. Mullen, speaking into KDKA's mike. He now is NBC vice-president and general manager.



EQUIPMENT here is the proud development of General Electric Co. and actually worked, aided by collection of batteries under the table. One of the telephones apparently was used as a microphone. Old timers on engineering staffs will recognize some of the paraphernalia.

HIGH ABOVE Newark stood this 1923 antenna of WOR, with the studios below in the Bamberger store's palatial broadcast room.

FROM this knapsack, used by NBC for special events, came the modern walkietalkie, used widely by the Army during World War II.

THIS is the famed Westinghouse broadcast of Nov. 2, 1920, when the Pittsburgh station, KDKA, announced the returns of the Harding-Cox Presidential election. Dr. Frank Conrad, Westinghouse engineer, had been working since 1916 on broadcasting. Westinghouse claims this was first regularly scheduled broadcast.

KANSAS CITY
IS A
K
O
Z
Y
MARKET

PORTER BLDG., KANSAS CITY, MO.

EVERETT L. DILLARD
General Manager

ELIZABETH WHITEHEAD
Station Director

Pioneer FM Station in the Kansas City Area

Ask for Rate Card

Westinghouse Ready for Color Video Relayed by Stratovision

BLAZING A NEW TRAIL for all high-definition television, Westinghouse last week announced that production will soon begin on high-definition pick-up units for processing both black-and-white and color pictures and their associated sound for simultaneous transmission on the same carrier wave. Stratovision will relay the signal.

Mr. Burnside

C. J. Burnside, manager of the company's Industrial Electronics Division, who made the announcement, credited Columbia Broadcasting System with the basic development of this innovation in electronics.

Available to Industry

So that all interests may cooperate in bringing television to its full stature, the CBS units are being made available to the industry generally. The units, the first to handle both picture and sound transmission simultaneously, were originally designed as studio experimental equipment. All sound transmission used is by FM.

"Simultaneous broadcast of pictures and sound on the same frequency is made possible by borrowing from military radar technique and transmitting first one then the other in a series of high speed pulses," Mr. Burnside said. "Picture information is transmitted as each component line of the scene is traced, or scanned, in the camera tube of the pick-up apparatus. FM sound is added in the fraction of a second in which the electronic beam is moved back to the left edge of the picture to begin scanning the next line."

Stratovision, the revolutionary project announced recently by Westinghouse, and now being tested, is the perfect medium for bringing this high-definition television into reality, Mr. Burnside explained. Present coaxial cables are not suited to high-definition transmission, he said, because they cannot accommodate the required 10 mc bandwidths. Ground type relay systems, he added, have the capacity but have a tendency to build up distortion and deteriorate pictures at the repeater stations.

"Stratovision's airborne relays solve this problem by providing nationwide coverage with only eight repeater stations," Mr. Burnside said, "thus holding distortion to a minimum."

He added that the new television-FM units will "produce black-and-white pictures of 1029 lines-per-frame at 30 frames per second. Complete color pictures will be presented at a rate of 20 per second — two-thirds of the black-and-white rate. These pictures will be scanned at 525 lines per frame for each of the three primary colors—red, green and blue—and each complete picture will have 1575 lines. This scanning will be through filters admitting only one color at a time and it will require one complete cycle of the three colors to provide one full-color picture. This means that approximately 31,000 lines must be scanned for every second of television entertainment, either black-and-white or color."

CAPEHART IS HURT IN AUTO ACCIDENT

SEN. HOMER E. CAPEHART (R-Ind.) is in Methodist Hospital, Indianapolis, with a crushed left foot, badly lacerated tongue and cuts about the face, the result of a head-on collision last Monday night on the highway near Indianapolis. Sen. Capehart, member of the Interstate Commerce Committee and of a subcommittee on communications which inspected European installations a few months ago, had addressed the Allen County Republican Club at Fort Wayne and was driving to Indianapolis.

He has led a fight in the Senate against OPA price controls, particularly affecting the manufacture of radio sets and parts. He formerly headed the Capehart Co., manufacturers of radio-phonograph combinations.

Correction

ACCOUNT of Iodent Chemical Co., Detroit (Iodent Tooth Paste), which started Gordon Fraser on WJZ New York, is handled by Duane Jones Co., New York, and not S. Duane Lyon Inc., New York, as incorrectly reported in BROADCASTING Oct. 29.

Taylor to Speak

DEEMS TAYLOR, president of ASCAP, will take part Nov. 6 in the *New York Times'* weekly program *What's On Your Mind?* on WQXR New York. Author of *A Picture History of the Government*, Mr. Taylor will discuss the topic "Do Our Newspapers Influence Foreign Relations?"

ASCAP Upheld

ASCAP does not violate the anti-monopoly section of the Donnelly Act, the Court of Appeals of the State of New York held Oct. 26. Decision affirmed that the State Supreme Court in June 1944, which was upheld by the Appellate Division in January of this year. Courts have now consistently upheld ASCAP's motion to dismiss a suit against it brought by Hotel Edison Corp. in 1942.

Sponsor Promotion with a punch!

Car Cards ● 52 weeks in the year, street cars and subways carry large, impressive posters publicizing WIBG Programs, always mentioning the sponsor, of course.

Brochures ● Colorful, illustrated broadsides are mailed to selected dealer-lists, directing attention to a specific campaign, and inviting store cooperation in merchandising.

Newspaper Ads ● Newspaper ads, timed for the day of broadcast, and placed judiciously to attract the desired type audience, direct attention to various WIBG sponsored programs.

Billboards ● 24 Sheet Posters, in full color, cover the length and breadth of the entire Philadelphia Market, giving added impetus to listener interest in other WIBG features.

YES, WIBG BELIEVES IN SPONSOR-PROMOTION WITH A PUNCH.
AND WE WILL WELCOME THE OPPORTUNITY TO PROVE AS MUCH FOR YOU AND YOUR CLIENTS.

WIBG

WIBG

WIBG

WIBG *Philadelphia*

Represented in New York by Joseph Lang, 31 W. 47th St. · Nationally by Adam J. Young, Jr., New York, Chicago, Los Angeles

Paramount TV Plans

WITH long range plans reported to include West Coast television network, Television Productions Inc., subsidiary of Paramount Pictures Inc. and operators of W6XYZ Hollywood, has applied for FCC permission to erect television transmitter in San Francisco area. Klaus Landsberg, West Coast television director, recently completed survey of bay area and selected Mt. Tamalpais in Marin county as transmitter site. Studios would be in San Francisco.

Dr. C. H. Goudiss

DR. C. HOUSTON GOUDISS, 64, publisher of *Forecast* Magazine and at various times between 1929 and 1943 a conductor of programs on food information on WJZ WOR WHN New York and WGN Chicago, died Oct. 29 in Chicago of a heart attack. He leaves a widow and a son.

TRIB FORUM STARTS ON VICTORY THEME

BROADCAST of the opening half-hour, last Monday, 8:30-9 p.m. of the *New York Herald Tribune* Forum started with a seven-minute victory theme called "Set Your Clock at U-235" written especially for the Forum by Norman Corwin and delivered by Paul Robeson.

Various speeches were carried by the networks [BROADCASTING, Oct. 29]. In addition, CBS carried half-hour programs, Monday, Tuesday and Wednesday, 10:30-11 p.m. on its shortwave service to English-speaking peoples throughout the world and to service men and women overseas, as well as translating it in Spanish.

Final session of the Forum was televised by NBC television station WNBT New York, on Wednesday, direct from Waldorf-Astoria Hotel. Among those appearing on telecast were Secretary of State James F. Byrnes, Secretary of Labor Lewis B. Schwellenbach, Dr. Vannevar Bush, director of the Office of Scientific Research and Development and key figure in work of the atomic bomb, Bill Mauldin, cartoonist; C. R. Smith, chairman of the board of American Airlines; Lt. Col. Mary-Agnes Brown, advisor to the veterans' administration, and Lt. Cord Meyers, Jr., Marine ace.

One Shy

SAM SEROTA, program director of WIP Philadelphia, will be late for the radio educational conference in Chicago this week. After getting train reservations for a half dozen others from the city, he was unable to get one for himself.

Walter Silbersack Named AHP Head

Former President to Remain As Counsel and Director

WALTER F. SILBERSACK, formerly executive vice-president and general manager of American Home Products Corp., New York, was elected president at a board meeting Oct. 29. He succeeds Knox Ide, who continues as general counsel and as a member of the board of directors and of executive, finance and operations committees.

Mr. Silbersack

Consolidated net earnings of the company and its subsidiaries before taxes for the nine-month period ending Sept. 30 were $11,089,966. After tax provisions the net earnings for the period were $3,943,718, equal to $3.60 a share as compared to $3.53 during the same period of 1944. Gross sales for 1945 to date are 18% ahead of 1944.

An extra dividend of 60 cents a share was declared, payable Dec. 15, in addition to the regular monthly dividend of 20 cents per share, payable Dec. 1, both to stockholders of record Nov. 14.

Mr. Silbersack became associated with the American Home Products organization in 1927 when it acquired A. S. Boyle Co., which he had joined in 1923 as advertising and merchandising manager. At the time of its acquisition by American Home Products he had risen to general manager and shortly thereafter became president of the firm. Elected a director of American Home Products in 1935, he moved to the parent company in 1942 as vice-president in charge of advertising production and a year later became vice-president and general manager.

In his new post Mr. Silbersack will supervise the entire operations of AHP which in 1944 did a gross business of $105,000,000, according to Alvin G. Brush, board chairman. "One of Mr. Silbersack's major projects will be the direction of our $15,000,000 expansion program," Mr. Brush said. "At present, we have eight new plants under construction or about to be started in the U. S., Canada, and England, and four large additions to existing plants are underway. In addition, the president will control our thirteen million dollar per year advertising program. Consequently Mr. Silbersack's background in marketing, merchandising, and advertising ideally suits him for the task ahead."

Agency Party

TAYLOR-HOWE-SNOWDEN Radio Sales will hold its annual party for Chicago agency executives on Dec. 7 at the Drake Hotel, Chicago.

THE BRANHAM COMPANY

Chicago
New York
Detroit
Atlanta
Dallas
Charlotte
St. Louis
Memphis
Kansas City
San Francisco
Los Angeles

representing

WMOB . . . . . Mobile, Ala.
KTHS . . . . . Hot Springs, Ark.
KFMB . . . . . San Diego, Calif.
KWKH . . . . . Shreveport, La.
WCPO . . . . . Cincinnati, Ohio
WTJS . . . . . Jackson, Tenn.
WNOX . . . . . Knoxville, Tenn.
WMC . . . . . Memphis, Tenn.
KTBC . . . . . Austin, Texas
KRIC . . . . . Beaumont, Texas
KWBU . . . . Corpus Christi, Texas
KRLD . . . . . Dallas, Texas
WCHS . . . . Charleston, W. Va.
WBLK . . . . Clarksburg, W. Va.
WSAZ . . . . Huntington, W. Va.
WPAR . . . . Parkersburg, W. Va.

Production with the KNOW HOW!

From fifty watts to fifty thousand . . . our production staff has consistently won prestige for outstanding presentations. Special talents and experience behind the mike have set the pace for the best on the dials throughout our area.

Never a dull moment for our production staff! It not only creates and produces programs for WFAA and for KGKO, our associate Station—but also supervises programs over the Texas Quality Network and Lone Star Chain . . . handles NBC and American programs . . . many remote broadcasts . . . and special sports networks. From musical varieties to dramatic presentations, our staff assures listener-luring programs every minute we're transmitting.

★

RALPH MADDOX (top): Program Supervisor. His background includes stage experience. Formerly with NBC as production director. He's been with us five years.

IVAN WAYNE (left center): Producer. More than ten years' experience in radio as singer, producer and service in radio enginering. He's been with us nearly ten years.

ELMER BAUGHMAN (right center): Producer. Fifteen years' experience in radio. He's been with us five years.

KARL LAMBERTZ (below): Musical Director and Producer. Many years in orchestra directing and theatrical work with Paramount and Publix Theatres. He's been with us more than twelve years.

WFAA Dallas

Martin Campbell, *General Manager* Ralph Nimmons and Ray Collins, *Asst. Mgrs.*

NBC and TEXAS QUALITY NETWORK AFFILIATES

820 KC . . . 50,000 WATTS **A NATIONALLY CLEARED CHANNEL STATION**

Owned and Operated by The Dallas Morning News

For *Distinguished* Services . . . to sponsors on 184 stations

FULTON LEWIS, JR., has gained the honor of being America's No. 1 Cooperative Program . . . serving local sponsors on 184 stations. This must surely make good sense to time buyers who want to hit hard in the few choice cities that are still available. Program originates from WOL, Washington, D. C. Write, phone or wire at once to—

Cooperative Program Department
MUTUAL BROADCASTING SYSTEM
1440 Broadway, New York 18, N. Y.

On the Service Front

Remington-Rand Shows Video Camera Used in Projectile

ANOTHER war innovation in electronics was announced last week when Remington-Rand Inc. displayed a television camera designed to fit into the nose of a bomb, permitting either the bombardier in the plane or the staff back at general headquarters not only to follow the course, but to change direction if necessary. Display was at Middletown, Conn.

Bombs guided by the television apparatus were in use in the last days of the war, according to the firm. The camera is five inches square and 19½ inches long, containing a small motor that adjusts the shutter opening for light changes, and a thermostatic unit which prevents fogging as the camera passes through different altitudes and temperature changes. Heart of the camera is the Vericon tube, two inches by one foot in size.

In each bomb is packed a television camera, storage battery, small dynamo, an electronic power plant, a television transmitter, a radio receiver and a mechanism that radio-controls the bomb's fins and rudder.

Through relaying from the plane, headquarters can receive the picture, and can remotely control the bomb's course.

Army is said to be planning further tests on rockets, with the probability of complete remote control thousands of miles from the target. Its lightness and extreme compactness give it great possibilities for commercial television use.

James J. Lamb, chief engineer and manager of the electronic division of Remington-Rand is credited with development of the camera, in cooperation with Philip S. Rand, Joseph A. Brustman and Marshall P. Wilder.

* * *

Sono-Buoy

AN ELECTRONIC device, the Sono-buoy, produced by Emerson Radio & Phonograph Corp., New York, was revealed by the Navy Department last week as highly effective in anti-submarine warfare against the Nazis and Japanese.

Radar sets, important in detecting surfaced subs, needed an auxiliary aid to pick up sound of propellers when U-boats were submerged, Emerson explained. The National Defense Research Committee in the Office of Scientific Research and Development at the Underwater Sound Laboratory at New London, Conn. designed the Sono-buoy to pick up underwater sounds, and turned the model over to Emerson, where it was perfected.

A plane carrying a special receiver tuned to same frequency of buoy transmitters receives radio waves of buoy which reveal to occupants of plane whether or not a sub is underwater and exactly where it is located. Buoys are expendable and sink after a few hours in water, thus making it unknown to the enemy that his course is followed by this instrument.

* * *

Dyke Up for B. G.

COL. KENNETH R. DYKE has been nominated for brigadier general, the War Dept. announced last week. The former NBC advertising and promotion director is chief of the Civil Information & Education Section with the U. S. Forces in Japan.

Col. Dyke

He was nominated for the promotion by Gen. MacArthur for "his civilian experience and outstanding work" in handling civic and religious problems in the occupation of Japan. Prior to his latest assignment he was commanding officer of the Information & Education Division, U. S. Armed Forces in the Far East, supervising AFRS stations in the whole area, in addition to other duties. He was highly instrumental in setting up communications facilities when our troops entered Japan.

* * *

Harry Gordon Out of Navy

HARRY GORDON, who pioneered in radio-television promotion, has been released from the Navy after three and a half years of service. He made a study of dealer reaction to television in 1941 [BROADCASTING, Jan. 13, 1941] and an experimental study of selected communities in New Jersey promoting television with radio dealers through organized educational campaign. He will return soon to radio and television work.

* * *

Nicoll Returning

OLIVER W. NICOLL, chief of operations of Radio Stuttgart Detachment, on leave from his radio production business in New York, is awaiting final orders to return home. He has been with the Information Services Control Command for 3½ years and has been overseas more than 18 months.

* * *

AFN Curtailing Operations

AMERICAN FORCES Network will cease operations in England, Ireland and Scotland this month,

(*Continued on page 46*)

JUST A MINUTE FOLKS!

The BEELINE is not a regional network, but a group of long established key stations, each the favorite in its community, combined for national spot business.

I want to give you a friendly tip. If you come to see California as she normally is, be sure to take the highway leading through the great Central Valleys.

There, you'll find the people haven't changed much. They made a lot more money during the war, but they *always had* money. This is the part of California which has given the Golden State her agricultural and mineral leadership.

Take my advice and look over this fabulous area —served by The BEELINE.

With its 42 primary county coverage, The BEELINE is the only combination of stations which properly can serve the million and a half people in the California Central Valleys, plus Western Nevada. Outside stations don't do the job.

See the McClatchy BEELINE rate listing, first under California in Standard Rate And Data.
Represented nationally by Paul H. Raymer Company.

McClatchy Broadcasting Company

SACRAMENTO 4, CALIFORNIA

HERE'S YOUR
NEW RADIATOR
LINGO
VERTICAL TUBULAR
STEEL RADIATORS
Give You More Performance
Per Dollar-Foot To Meet
The Keen Competition
You Can Expect!
Your post-war improvement plans can begin right now, with a new Lingo radiator . . . offering you greater efficiency in design and performance. Contact us at once regarding your plans. Lingo Radiators and supporting poles are available for AM, FM, Television and other UHF applications. If you are not ready for installation now, we will construct and deliver when you are ready. Act now, and be glad later on!
Please include in your inquiries the height required and approximate site, so that complete quotation can be made immediately, covering the radiator itself and its subsequent erection when so desired.
JOHN E. LINGO & SON, INC.
EST. 1897 CAMDEN, NEW JERSEY
Send for Your FREE COPY of New Brochure
Contains illustrations, diagrams, charts, etc., plus detailed information on standard and special types of Lingo Radiators
LINGO VERTICAL TUBULAR STEEL RADIATORS

Service Front

(*Continued from page 44*)

Lt. Col. John Hayes, chief of AFN revealed at the news luncheon given in his honor last Monday by WOR New York at the Hotel Astor, New York. AFN will pull out of Italy and Austria during the winter. Activities in France are expected to close around March 1, he said. However, he added, AFN will remain in operation in Germany as long as the period of occupation by American troops.

* * *

Sweeney to Hqtrs.

LT. (jg) KEVIN B. SWEENEY, public information officer of the Naval Air Station, Ottumwa, Ia., and former assistant to the western division vice-president of the American Broadcasting Co., has been transferred to the Office of Public Information, Washington.

* * *

Two Stations Added

TWO wired-radio stations, serving 8,000 Signal Corps and Marine troops, directly, have been added to Honolulu "NA" circuit route, at Waipio and Ewa, Oahu. Signal Corps outfits are piping AFRS programs through their land lines on a circuit that includes principal North Beach telephone centrals.

* * *

New Assignment

1ST. LT. JIM REED, former announcer with WIBW Topeka, Kan. and KBUR Burlington, Ia., has been assigned special assistant to the commanding general for public relations at Air Transport Command's Caribbean Wing Headquarters, West Palm Beach.

* * *

Ingenuity

WITH A FORMAL printed announcement Larry Holcomb, former radio director, Sherman K. Ellis & Co.; eastern manager, Wright-Sonovox, and continuity editor, NBC central division, "announces his return to inactive duty in the U. S. Navy and his immediate availability for radio work beginning November first, nineteen hundred and forty-five."

* * *

New AAF Show

ARMY AIR FORCES will start a new Saturday program on NBC Dec. 8. Series, yet unnamed, will combine the features of *Your AAF* which concludes on American Nov. 15, and *I Sustain the Wings* which winds up Dec. 1.

With the conclusion of *Roosty of the AAF*, completing its series on Mutual Nov. 11, and *Return to Duty* winding up on the same network Nov. 13, the new NBC series will be the only AAF show on the air. Plans are under way, however, for a band concert series on one of the networks.

* * *

JUNIOR radio course given at Hunter College is the subject of a picture story, "You'll Be Hearing Them", in the Nov. issue of Womans Home Companion.

WRVA 20th Anniversary Celebrated November 2

WRVA Richmond celebrated its 20th anniversary Friday, Nov. 2, with a special hour broadcast originating from its Richmond studios. The program, designed to take listeners back to the opening night, Nov. 2, 1925, featured outstanding figures in the state, and pick-ups of Amos 'n' Andy, among other network personalities who got their start on the station. Several persons who were on the first broadcast appeared on the show last Friday. Governor Darden, Mayor Herbert and Sen. Harry F. Byrd spoke.

The station, a CBS affiliate, is Virginia's only 50,000 w station. It is owned and operated by Larus & Bro. Tobacco Co.

Lift Ad Restrictions

WARTIME RESTRICTIONS on advertising are being lifted in Canada on Jan. 1, 1946, it was announced in the budget address of Finance Minister J. L. Ilsley. With the drop in the excess profits tax from 100% to 60% effective at the same time the restrictions on advertising were also lifted. Canadian firms will be able to compete with firms in other countries, and all advertising costs can be once more charged to operations and will not be subject to tax. The restrictions have kept many potential advertisers from using larger radio advertising schedules, as they were limited to roughly a 10% increase in advertising over the basic period, 1936-1939, for every 100% increase in business.

Servicemen to WSB

SIX MEN recently out of the service have joined WSB Atlanta, among them four returning to their old positions. Lt. Jimmie Bridges, AAF; and Ens. Fred Parsons, USMS, are back as announcers. Returning engineers are Maj. Arthur G. Swan, Army Signal Corps, and Lt. Bill Wrye, USNR. New to WSB, T/Sgt. Jack Smith, AAF, now an engineer, was formerly with KGKL San Angelo, Tex. Another new addition is Sgt. Jimmy Boland, AAF, in accounting.

Salary Raise

NON-EXECUTIVE members of WGN Inc. Chicago and WGNB have received a 10% increase in salary effective October 29, Elbert M. Antrim, business manager of the Chicago Tribune Co. and assistant secretary of WGN Inc. notified employes. Employes will also share in benefit plans, including full salary to ill or disabled employes for as long as six months; group life insurance in amounts up to $11,000, payments up to $300 monthly to families of employes on military leave, bonuses for length of service and amount of salary and generous voluntary pension plans.

Business Leaders plan for *Louisville!*

☆ Brown & Williamson Tobacco Corporation *plans . . .*

THERE is now an appreciably widened market for cigarettes as was true after World War I. We are making plans at the present time to take advantage of this increase.

Prior to the war we employed 2,801 people. Our employment is usually steady the year round but during the war, due to the labor shortage, we dropped to 2,579, with most of our skilled labor loaned to war plants in the Louisville area. We maintained our production level, however, by extra hours.

Now, with labor becoming available, we plan to add approximately 500 employees, as we prefer a shorter work week which provides a greater number of people employment and raises living standards. It also enables us to get a better type of employee who in turn gives us more efficient work. Most of our increase in employment will be former employees returning from various branches of the service and from war work. We will still need additional people, however, as our planned employment will be 300 over our pre-war level.

Our Louisville plant is one of the most modern cigarette factories in the country and has adequate facilities to keep our production in pace with the increased consumption.

T. V. HARTNETT, *President*

☆ The Wood Mosaic Company *plans . . .*

THE Wood Mosaic Company manufactures domestic and imported hardwoods into veneer, fine flooring and lumber. At the start of the war all our facilities were devoted to turning out war products. We made walnut gun stocks, large quantities of aircraft veneer for Mosquito Bombers, training planes and gliders; ship timbers and lumber for other war uses, such as for truck bodies, etc.

We have converted directly to our pre-war production. Our wood is going to furniture manufacturers. Aircraft veneer has been turned into veneer for furniture, radios, pianos and panel construction, and we will resume shortly production of our Parkay flooring. Just before the war started we patented and developed Parkay, a prefinished flooring, but production stopped on this when we got into war work.

We did a large export business which, except for Lend-Lease material, had to be stopped during the war. We are again looking forward to a tremendous export demand for our products.

Except for scrapping some special machinery, we have virtually no reconversion problems. Because of the labor scarcity we employed fewer people during the war than we had in peacetime, but we are now hiring as fast as capable employees become available and expect to exceed our prewar employment level. All of our six branch plants will continue in operation, and we look for good business for a number of years.

ANGUS D. MacLEAN, *President*

No. 4 in a series of messages about plans for Louisville

We should like to send you a copy of our 40-page book "28 Business Leaders Plan for Louisville."

The Courier-Journal
THE LOUISVILLE TIMES
Radio Station WHAS

Number ONE IN READERSHIP

Because of its COMPLETE News Coverage

Advertising and marketing are a complicated business. It has so many angles!

No one medium, no one method, no one plan can meet the varied demands for the attaining of a successful objective. Many must be combined.

To cover the news of such an ever-rapidly-changing field is the service to be rendered by a newspaper designed to promptly and accurately cover the field as a whole.

The fact that ADVERTISING AGE places the news of the week upon the desks of advertising executives, everywhere, promptly every Monday morning is, we feel, one of the reasons why more radio broadcasting stations regularly use more advertising in ADVERTISING AGE than in any other *general* advertising publication.

Without any obligation whatever our nearest representative will be happy to drop in and tell you more about how to get results from your promotion efforts.

Advertising Age

The National Newspaper of Marketing

100 E. Ohio St., Chicago 11 • 330 W. 42nd St., New York 18

MANAGEMENT

ROBERT TINCHER, former station manager of WNAX Yankton, S. D., has been released from the Army as major after four and a half years service. He returns to the Cowles Broadcasting Co. December 1 and is currently in Des Moines with **PHIL HOFFMAN**, KRNT Des Moines station manager and executive vice-president of Cowles organization.

ADRIAN SAMISH, vice-president in charge of programs at American, is spending 10 days in Hollywood.

EDGAR KOBAK, Mutual president, left for Atlanta last week to visit a group of Mutual Georgia affiliates and Coca Cola executives and to attend a dinner for Paul Porter, FCC chairman.

SIDNEY J. FLAMM, managing director of WPAT Paterson, has been appointed radio publicity chairman of the Hackensack, N. J., War Finance Committee for the Victory Loan Drive.

COMDR. GEORGE B. STORER, president of the Fort Industry Co. stations, who recently retired from active Navy duty, is at his Washington home recovering from a recent stomach attack.

BEN LUDY, general manager of WIBW Topeka, Kan., is father of a girl born Oct. 14.

JASON S. GRAY, general manager of WCED DuBois, Pa., has been named chairman of DuBois committee for Victory Loan Drive. Likewise station manager, **LES RYDER**, is serving as county publicity chairman for the drive.

HOWARD B. CHASE, Montreal, chairman of the CBC board of governors; **RENE MORIN**, Montreal, vice-chairman, and **MRS. T. W. SUTHERLAND**, Revelstoke, B. C., have had their terms of office renewed for another three years.

FIRST "queen for a day" in Chicago, Mrs. Carl Edin, is congratulated by (l to r) Ade Hult, vice-president of Mutual in charge of midwest operations; Phillips Carlin, MBS vice-president in charge of programs, and Frank Schreiber, manager of WGN Chicago. Mrs. Edin was nominated by her daughter who attended Mutual "Queen for a Day" program in Hollywood.

COMMERCIAL

LARRY BUSKETT, with honorable discharge from Army and prior to that with Chicago Tribune advertising department, has joined KMPC Hollywood as account executive.

JOSEPH H. SIERER, after four years service released from the Navy as lieutenant commander and radio and programs and special activities officer for Fifth Naval District, has been appointed to sales and promotion staff of WRNL Richmond, Va. He formerly was continuity and publicity director for WTAR Norfolk.

Mr. Sierer

DICK BRIGHAM, formerly with National Transitads, is new member of sales staff of KCMO Kansas City.

ED W. STEVENS, formerly salesman for J. P. McKinney & Sons, Chicago, has joined Paul Block, newspaper representative, Chicago.

DOROTHY PETERSON has resigned as traffic director of WTOL Toledo. She is succeeded by **BARBARA WOLFE**.

WILLIAM MACDONALD, salesman of CKWS Kingston, Ont., is father of a boy.

WILLIAM E. YOUNG, on terminal leave from Army Signal Corps, joined NBC's radio recording division as salesman in New York. He's son of late **E. William Young**, manager of radio recording division's Washington branch.

FRANK SAMUELS, American western division sales manager, Hollywood, currently is in New York for conferences with home office executives.

KAY CONLIN, traffic manager of WPEN Philadelphia, is ill of pleurisy.

FRANK KIZIS of the Mutual sales department has been appointed eastern service manager, heading newly created service department which will coordinate its service functions with the selling operations of the eastern sales department. Eastern service department will operate as part of the MBS national sales service organization, under overall supervision of **T. E. DANLEY**.

RUDI NEUBAUER, with NBC Chicago for 16 years and spot salesman for last four, moves to the network sales department effective Nov. 16.

WJIM Lansing, Mich., has appointed Broadcast Sales, Chicago, as representative effective immediately.

DON SULLIVAN, commercial manager of WMT Cedar Rapids, is on a business trip to New York.

GEORGE WHITNEY, sales manager of KFI Los Angeles, currently is conferring with clients in New York, Detroit and Chicago on winter advertising plans. He returns to his desk in late November.

JACK W. BROOKE, eastern spot salesmanager of American, is father of a boy.

CKNW New Westminster, B. C., has appointed Forjoe & Co., New York, as exclusive U. S. representative.

Bodec to GAC

BEN BODEC, formerly with American Broadcasting System, and prior to that with J. Walter Thompson, New York, has joined General Amusement Corp., New York, as vice-president in charge of radio. He succeeds Douglas F. Storer, who has resigned to return to independent producing and packaging radio programs. Mr. Storer, with headquarters at 1276 6th Ave., New York City, will continue to represent Bob Ripley, Dale Carnegie and *Renfrew of the Mounted*, among others.

. . . WMAQ at 6:30 PM

In 1943 McLaughlin's Manor House Coffee completed plans for a 15 minute radio program. They wanted to reach the vast Chicago market, the nation's 2nd largest, where 2,855,700 families spend over $3,500,000,000 annually.

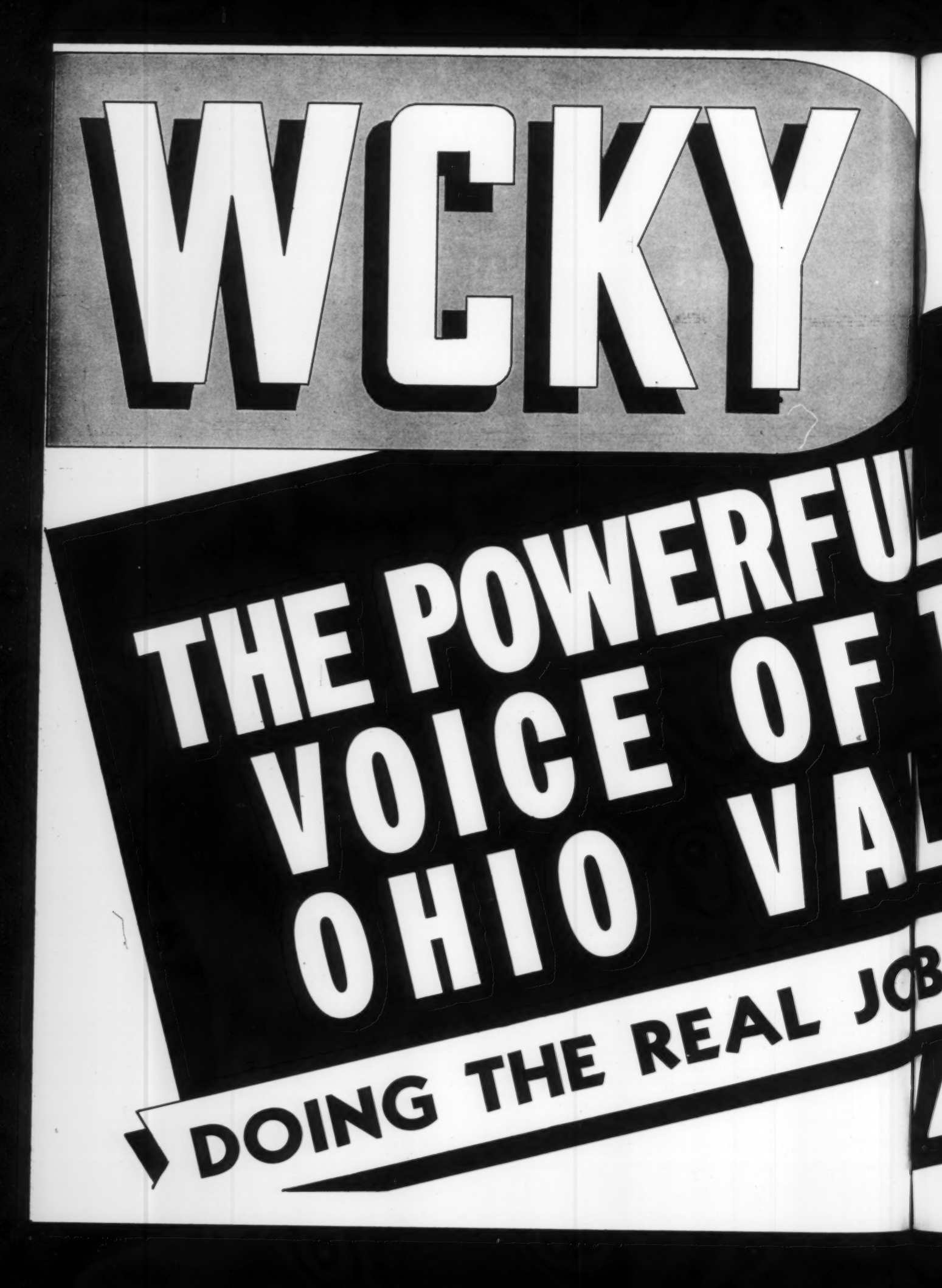
They checked station coverages, time availabilities and then chose—WMAQ, the Chicago station most people listen to most. Manor House Coffee has been on the air continually over WMAQ ever since. Their current program, "The Manor House Party," is heard Monday thru Friday at 6:30 PM.

WMAQ—morning, noon and night—reaches the people who listen and buy. Information concerning time availabilities furnished upon request.

FIRST in CHICAGO
WMAQ
50,000 watts
Represented by NBC SPOT SALES

The Chicago station most people listen to most

670 ON YOUR DIAL


WCKY
THE POWERFU
VOICE OF
OHIO VA
DOING THE REAL JO

L 50,000-WATT
THE GREAT
LLEY
CB
FOR THE ADVERTISER
L. B. Wilson
CINCINNATI

Touchdown in the First Quarter

THIS WEEK marks radio's silver anniversary.

All week long the event stirs nostalgic memories. Hark back to the cat's whiskers and the carbon mikes, to Graham McNamee and the Kansas City Night Hawks, or Lambdin Kay's WSB which "covers Dixie like the dew."

The "Remember When" assignment is covered elsewhere in this issue, in large measure dedicated to radio's first quarter-century. There are lots of familiar faces still around, because radio is a "young man's game," they still say. Not too young when you thumb through the picture morgue or back issues. An NAB convention banquet picture hits you. Plenty of fellows you know, but lots of others who have passed on to Radio's Valhalla. There's much to recall—and foresee—as radio enters its second generation by the calendar. It's also on the threshold of a second technological generation. It was plain broadcasting before, in that little band between 550 and 1600 kc. Now that old, basic service has become AM. It is that service which enjoys a birthday. There's a new family now of alphabetical combinations denoting aborning services—FM and TV and (still the sleeper) FAX.

National Radio Week is a wonderful tribute to a fine art. Nice things are being said about broadcasters and broadcasting and the contribution made to mankind. Last week they were hurling brickbats in some quarters, and they'll hurl them again next week.

But that's all part of the game. Broadcasters are taking this breather in good grace. By candle-light, they're trying to figure that second generation, and how they can cope with the many imponderables ahead. Meanwhile the operation must continue rendering the best service extant, hour for hour.

Fellows who have been through that radio mill realize, however, that there's never anything new in radio. In those earlier days, when radio was a "passing fad" like the miniature golf course, few people made passes at radio for tribute. There wasn't any money in it. Most people seemed to be in it for fun, as a sort of hobby.

A few dollars began to trickle in. ASCAP hove onto the scene. On the one hand performing artists did their darndest to get their records on the air. On the other, they tried to create a property right in their renditions and collect royalties. Then came Jimmy Petrillo and IBEW and AFRA and CIO. In 1933, or thereabouts, the organized educators put on a battle for a "fixed percentage" of radio assignments (AM, of course) for nonprofit operations. In 1945 the CIO Political Action Committee (or maybe it's the National Citizens Chapter of same) wants only 25% of the FM facilities to go to established broadcasters, because all they did was to create the business, take the early red ink and the gamble.

In 1928 there was radio's first reallocation. The old Radio Commission held hearings three and four deep. In 1945, the FCC is in the throes of hearings on allocations, with some 1400 applications of all descriptions stacked up. There won't be hearing rooms enough in Washington to handle them.

Maybe there is something new, after all. Whereas ASCAP and some of the others didn't move in on standard broadcasting until the balance sheet changed from red to black, Petrillo's starting in on FM while it's an embyro. That's the fight now.

What's ahead? The chips are bigger. Television is a new dimension. So every union in any wise identified with the motion picture industry, the theatre and the radio are moving in. Sessions aplenty have been held as to how to divide up the field and the spoils. There'll be a hopeless maze of jurisdictional disputes, with those who would establish a new art in the middle. Add to musicians, performers, announcers, platter turners, copyright owners, writers, such skilled artisans as stagehands, cameramen, projectionists, puppeteers, wardrobe mistresses, carpenters, and others, and you get a conception of the problem. Even now, no live music is on TV because Petrillo is still pondering; still trying to make up his mind how many standbys there should be and whether the fellow who delivers the film to the projection room should be an oboe player or just an arranger.

Too horrendous to mention, all this?

When the chips are down, you'll find broadcasters, first generation and second alike, in there giving everything they've got to bring that listener-looker more than he expected, free of charge, by the American Plan. There'll be gripes and battles and bruises, but the public won't get hurt.

The broadcaster views his work not as a trade, but an assignment—a mission that entails risk, sweat and travail and talent.

If radio did nothing else, it carved for itself a tradition in its first quarter-century. It will carry through for the second and future generations as the *Fifth Estate*.

Ear Burner

JIMMY Petrillo's ears must have burned when he heard President Truman's speech last Tuesday night explaining his new wages-prices policy.

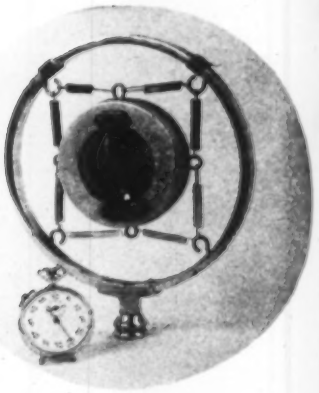
About mid-way in that epochal address, the Chief Executive commented:

> Excessive demands would deny to industry reasonable profits to which it is entitled and which are necessary to stimulate an expansion of production. We must not kill the goose which lays the golden egg.

Apply that paragraph to the AFM ultimatum on FM, to Petrillo's adamance on television and to his past aggressions and arrogations.

We don't know that the President had AFM *per se* in mind. But the shoe seems to fit.

Our Respects To -



LET'S SEE . . . it started with Dr. Frank Conrad. Or with Lee deForest. Or it started with Marconi. Or with the aborgines in the jungle-lands, beating out chainbreaks on tom-toms. Who cares how it started?

Well, we all do.

And we care how it ends, too.

It started in laboratories, where men made moth wings thunder like B-29 motors.

It started in storerooms, against a backdrop of black velvet curtains.

It fed on genius; and then on daring; and then on more genius; and on courage and talent. But always on genius.

It found root in man's constant desire to excel, and even strengthened during travail . . . during poverty . . . and reconstruction . . . and war.

It elected presidents. Yes, elected them.

It served in disaster.

It found laughter for the sad and tears for the joyous; it became a voice in the consciousness of over one hundred million people.

It became their friend.

In sickness, in health—their friend.

It shouted of commerce—"Abstract Crystals will not obstruct. And now, a tuneful little earful from Nellie Splaveen on her gitar."

It learned—oh, many things. That good taste is not created by a mouthwash alone. That the frequencies belong to the people and the frequency with which it is stressed belongs to the FCC. That the most esthetic and sensitive among us, our musicians, can wail as discordantly as banshees. That motors don't turn tables; violinists do. That the old phrase, "Music hath power to sooth the savage breast" was overwritten. "Music hath power". Period, brother.

It learned about audiences. "What's your Crossley? What's your Hooper? Have you had a field measurement test lately?" It learned that none of this made a difference to that inarticulate mass, those devoted and deserving disciples—the audience. The audience kept on going to market. The listener kept on listening.

It learned about Congress. "In the public interest, convenience and necessity . . ." What Gilbert & Sullivan could do with that. "Is it controversial or is it just commercial, dum de de . . . and what about its necessitteeee!"

It learned about the public. All comments to the contrary notwithstanding, it learned—through trial, error and notable jousts with the gentlemen of the FCC—that the public

(*Continued on page 54*)

"THEY FINISHED THEIR JOB—LET'S FINISH OURS"

KOIN

was ready for the Kick-Off

Mrs. Fred Vinson, wife of the Secretary of the Treasury, prepares to christen the "S. S. Victory Loan" at its launching in Portland Oct. 6—another event chalked up in KOIN's log of War Bond events. Lending moral support to the christener are (left to right): E. C. Sammons, State Chairman Oregon War Finance Committee; Ted Gamble, National Director War Finance Division, U. S. Treasury, and A. R. Nieman, Asst. Gen. Mgr. Kaiser-Swan Island Shipyard—all KOIN Million Dollar Club members.

BUT FIRST CAME THE WARM-UP ... *for the* **VICTORY LOAN!** Because of its national leadership in previous drives, Oregon was chosen as host to 800 War Bond leaders who came from nine Western states to plan for the Victory Loan. KOIN was privileged to take part in these meetings. The station's unique War Bond series THE KOIN MILLION DOLLAR CLUB was selected as the climax of the testimonial dinner in honor of Portland's *Ted Gamble,* National Director War Finance Division, U.S. Treasury. The broadcast of the launching of "S.S. VICTORY LOAN" gave added impetus to KOIN's pre-drive activities.

AN INFORMED COMMUNITY IS A VITAL, SPIRITED COMMUNITY

From Oregon, Washington, California, Idaho and five other Western states came hundreds of War Bond workers to "fire up the boilers" for the Victory Loan and to honor, at the dinner shown here, the nation's War Bond chieftain, Ted Gamble. Highlight was a colorful performance by the KOIN Million Dollar Club cast (above), featuring The Duncan Singers directed by Chester R. Duncan; the KOIN Orchestra conducted by Owen Dunning, and individual personalities of the series which consistently, week after week, brings the message of War Finance to the people of the Northwest.

CBS

PORTLAND OREGON

FREE & PETERS, Inc.

NATIONAL REPRESENTATIVES

first

WITH A WOMAN'S PROGRAM THAT HAS GENERAL APPEAL...

Nancy Osgood

Good cook or sportswoman . . young mother or spinster . . Nancy's daily program holds them all. And even men!

BUT, THIS IS THE USUAL STORY FOR WRC, FIRST CONTINUOUSLY SINCE 1923.....

WRC

REPRESENTED BY NBC SPOT SALES

Washington

Respects

(Continued from page 52)

was interesting, convenient and necessary (and maybe that's what the boys meant).

And it learned about war. That its echoing voice could muster men, for guns and lathes; could drain blood, for lives; could collect treasure, for the battle.

It learned all this not too suddenly—for it remembered the cataclysm at the polls once upon a time when a man said, "My friends. . ."

It learned, too, of world affairs, of its neighbors, and the neighbors' neighbors.

It brought to the people a modest and sincere Missouri farmer and its voice was his as he caught the spinning helm of a great ship and put her on course. It has learned kindness. And enterprise. And the great truth that in this age of a destructive force born in the same crucible of electronics that was its cradle, men must be fellowmen.

All this in only twenty-five years? It is an era. It is an age. An eon.

It is the beginning.

Fade it gently to background. Segue to tomorrow.

Our respects to — AMERICAN BROADCASTING.

TWO NAVY ENGINEER ARE TO OPEN OFFICE

TWO widely known engineers who have served as commanders in the Navy will open a consulting office about Dec. 1 in Washington. They are Comdr. Joseph A. Chambers, USNR, now on terminal leave, and Comdr. Millard M. Garrison, USNR, still on duty.

Mr. Chambers

Both men served in the Radio & Electronics Section, Bureau of Aeronautics, since 1942, Comdr. Chambers being called to active duty in January that year and Comdr. Garrison a few months later. Before entering the service Comdr. Chambers was a member of the firm of McNary & Chambers, Washington. Comdr. Garrison was a senior engineer with Jansky & Bailey, Washington.

From 1927-36 Mr. Chambers was with WLW-WSAI Cincinnati, where he became chief engineer. He supervised design and installation of the WLW 500-kw transmitter, which went on the air in May 1934 and remained the most powerful in the country until March 1939, when the FCC refused to renew its experimental license. Mr. Chambers left the Crosley organization in 1936 to join James C. McNary in the consulting field.

The new firm, Chambers & Garrison, will have offices at 1519 Connecticut Ave. Comdr. Chambers will be retired on Dec. 8 and Comdr. Garrison will leave the service on Dec. 15.

PRODUCTION

EDMUND B. (Tiny) RUFFNER has resigned as commercial program sales manager of WOR New York to devote full time to post as m.c. of "The Better Half", husband-wife quiz show set to go on WOR six afternoon half-hours weekly in addition to present Thursday 10-10:30 p.m. spot. Show will probably go into 4-4:30 p.m. period.

MORRIS SHEELER, formerly with WWRL Woodside, Long Island, is new announcer with WSSV Petersburg, Va. **HENRY ADDISON**, new to radio, also has been added to WSSV announcing staff. **MARY SMITH CARROLL** is new WSSV continuity editor. She formerly was with WFVA Fredericksburg, Va.

WILLIAM J. KASS, recently a lieutenant in the Army and previously a script writer for WBBM Chicago and WNEW New York, in addition to agency and freelance work, joins the CBS program writing division Nov. 5, succeeding **FAYETTE KRUM**, now with Compton Adv., New York.

JIM McMILLAN, freelance announcer with WBAL Baltimore, has been added to staff of WORD Spartanburg, S. C., as early morning disc jockey. **HAL SHAW**, WORD program director and ex-drama professor, is substituting as dramatic director at Converse College.

E. A. JOHNSON, formerly with KXEL Waterloo, Ia., has been named continuity editor of WCAR Pontiac, Mich.

HERBERT JOHNSON, former infantry lieutenant in the Army, is now on announcing staff of WMAZ Macon, Ga. He formerly had been with WCOV Montgomery, Ala.

FRED VON HOFEN, staff announcer at KEVR Seattle, Wash., on Oct. 26 married Marilyn McEachren of Seattle.

DON PORTER, disc jockey at KEVR Seattle, is father of a girl.

LT. COMDR. A. KEITH MORROW, Canadian Navy liaison officer at Port of Boston in 1944-45, has joined CBC agricultural staff. Before the war he was agricultural program director of CFCY Charlottetown, P.E.I., for three years.

G. IRA STEWART, discharged after two and a half years in Canadian Navy as leading telegrapher on a corvette, has returned to CFCY Charlottetown, P.E.I., as sound effects engineer and announcer.

XAVIER CUGAT, musical director, leaves NBC "Rudy Vallee Show" at completion of contract in December to take a program of his own.

KEITH PALMER, formerly with WQXR and WMCA New York, has joined the announcing staff of WLIB New York.

TED BROWN, released from AAF and formerly with WSLS Roanoke, Va., has joined the announcing staff of WOR New York.

JEFF SMITH, a production supervisor of WOR New York, is the father of a girl.

CORP. CHUCK THOMPSON, former announcer of WIBG Philadelphia before entering the Army, is father of a girl.

DOUG ALLAN, conductor of video program "Thrills and Chills from Everywhere" on WABD New York, has written a book based on the series, "Gamblers with Fate", published Oct. 29 by Robert M. McBride & Co., New York. Allan also has a book on television script writing almost ready for publication.

KENNETH SYDNESS, known in radio as Ken Kennedy and program director of WDAY Fargo, N. D., is father of a girl.

S/SGT. MURRAY ARNOLD, former program director of WIP Philadelphia is en route from ETO, where he has been stationed for some three years.

F. M. (Jim) RANDOLPH, in radio for 12 years and formerly account executive for KVOO Tulsa, has been appointed program director for the station. He succeeds **ALLAN PAGE** who shifts to KOMA Oklahoma City. Randolph joins KVOO in 1939 as continuity editor. **TOM DeVORE**, for 11 years in charge of continuity and production in

PROGRAM DIRECTORS OF CBS stations in Ohio were guests of WGAR Cleveland in late October at a two-day session, the first of its kind, which they decided to make an annual event. Shown (l to r) are Gene Trace, WKBN Youngstown; Harold Hageman, WADC Akron; Lester Spencer, WHIO Dayton; Dave Baylis, WGAR; Robert Kennett, CBS program relations; Joel Stovall, WKRC Cincinnati; Geer Parkinson, WBNS Columbus. Program policies and ideas were discussed.

WBNS Columbus, O., is new continuity editor for KVOO. **WALTER TEASE**, former announcer at KRLD Dallas, is now with KVOO.

VIRGINIA McGLYNN has been named assistant to **JANICE O'CONNELL**, in charge of the literary clearance and new program ideas department of CBS.

EDDIE COLLINS, announcer at WTOL Toledo, and Sylvia Shure of Toledo were married Oct. 28.

RUSS PERRY, released from the Navy, has returned to WTOL Toledo as chief announcer.

MARIS MADERIA is new record librarian of WIP Philadelphia.

ROGER PATRICK, former announcer of WGN Chicago, shifts to KECA Hollywood.

CHET LAUCK and **NORRIS GOFF** (Lum 'n' Abner), of four-weekly American series, are starred in RKO-Pathe film, "Partners in Time", now in production.

LT. KURT UNKELBACK, former script writer at WTIC Hartford, Conn., now chief of radio for public relations office of American Forces headquarters in

(Continued on page 56)

GOT A JOB TO DO in Idaho?

Idaho's Most Powerful Station

Radio Station KID
IDAHO FALLS
IDAHO
5000 WATTS
Mutual

STATION KYW DOES IT AGAIN

"RADIO WORKSHOP" GRADUATES 3rd ANNUAL CLASS OF TEACHERS IN PHILADELPHIA

PHILADELPHIA, PA., July 31.—Westinghouse Station KYW, Philadelphia's NBC affiliate, finished today another highly successful season of its popular "Radio Workshop," a project in which Westinghouse has pioneered in the industry.

For the third straight year, the KYW Summer "Radio Workshop" will send back to the schools another graduating group of principals, teachers, and students who have received a thorough groundwork in the fundamentals, procedures, and techniques of broadcasting.

The "Workshop" is no mere dabbling in a popularized version of the subject. It is a serious five-week course—9 A.M. to 3 P.M. daily, Monday through Friday. At the end, supervised examinations are held, and college-credits arranged for teachers taking the course. This helps make them eligible for advancement in their chosen work.

This cooperative training-program in radio for both teachers and students is a joint project of the Philadelphia Board of Public Education and Westinghouse Station KYW. It is one of the many services dedicated to the public interest by a station which is keenly cognizant of its responsibility to the public.

Public-service activities of this nature greatly enhance the service of the station, by inspiring confidence and loyalty, in an expanding listenership.

KYW
PHILADELPHIA
50,000 WATTS

WESTINGHOUSE RADIO STATIONS Inc

WOWO • WBZ • WBZA • KDKA • KEX • KYW

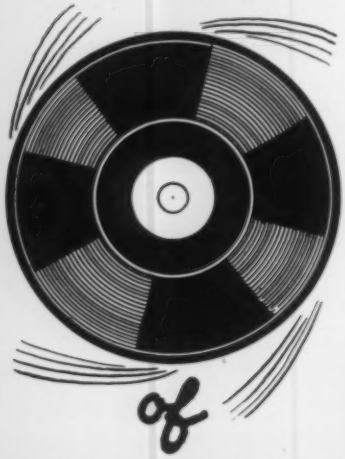
REPRESENTED NATIONALLY BY NBC SPOT SALES—EXCEPT KEX
KEX REPRESENTED NATIONALLY BY PAUL H. RAYMER CO.

M. M. COLE

offers You the

FINEST

TRANSCRIPTION LIBRARY



of

AMERICAN FOLK MUSIC

at Prices You Can Afford!

M. M. COLE

Transcription Library

823 SO. WABASH AVE.

CHICAGO 5, ILLINOIS

PRODUCTION

(Continued from page 54)

western Pacific, recently aired interview with Japanese general Yamashita from a cell in the death row of New Bilibid Prison in the Philippines.

LT. CARL DOZER, home on terminal leave from the Army, is to return to WCAE Pittsburgh as announcer-salesman. He goes on inactive service status Nov. 26.

ELLIOTT V. GOVE, on terminal leave as captain in Army, returns to WSYR Syracuse as announcer, post he had been assigned in 1939. One of first staff members to leave for service, he was sent to CBI in 1942 following receipt of second lieutenant commission in Quartermaster Corps.

Mr. Gove

EDDIE CANTOR, sponsored by Bristol-Myers Co. on NBC, and **FRANK SINATRA,** sponsored by P. Lorillard Co. on CBS, have received letters of appreciation from the Women's Radio Committee, New York, commending Cantor for his project of providing all disabled veterans in hospitals with Christmas gifts and Sinatra for his active efforts to promote tolerance and understanding among the youth of the country towards all races and creeds.

LEONARD SUES, musical director of NBC "Time to Smile Show", has been signed to five year contract in that capacity.

ELLIS LIND, chief announcer of KYA San Francisco, is father of a girl.

CHARLES CALVERT, producer of KMPC Hollywood, has been named department head. **JOHN FRANK,** at one time production manager of Russell C. Connor Adv., Chicago, has joined KMPC production staff.

THOMAS CASSIDY, announcer of KFAC Los Angeles, is father of a girl.

VIRGINIA MANN, formerly in the radio department of J. M. Mathes Inc., New York, and previously copy chief of WPDQ Jacksonville, Fla., has joined the script department of WHN New York.

PAT WHITE, chief announcer of KTSA San Antonio, has been promoted to production manager.

Mr. White

JIM WILLARD, conductor of children's program on WIBG Philadelphia, Nov. 10 is to marry Elsie M. Thatcher.

LT. ROY NEAL, chief announcer of WIBG Philadelphia before entering the armed forces, is being transferred from Augsberg, Germany, to new post as manager of an AFN station in Europe.

RUTH L. TANKSLEY, formerly with WFTL Ft. Lauderdale, Fla., is new copy chief of WGBS Miami program department. **EUGENE REILLY,** released from AAF, is now continuity editor for WGBS. **TED MAXWELL,** former agency man and Navy veteran, and **JOHN J. JORDAN,** formerly with KOMO Seattle and KMPC Hollywood, have been added to WGBS announcing staff.

GENE RUBESSA, discharged from AAF as lieutenant bombardier, has returned to WNEW New York as a staff announcer, position he held before entering the service two and a half years ago.

MAC REYNOLDS, former publicity manager of CJBC Toronto, has been appointed to the CBC Toronto production staff as assistant to **ANDREW ALLAN,** supervisor of drama.

MARY LOUISE WILSON has left WOL Washington to become continuity director of WINX Washington.

W. PENDLETON BROWN has shifted from announcing staff of WERC Erie, Pa., to WTAG Worcester, Mass. **JANE AYER,** formerly with WLAW Lawrence, Mass., is new member of WTAG script writing staff.

ELIOT KUNIN, WAAB Worcester, Mass., announcer, has returned to the station following release from the Army.

GEORGE BALL, formerly with WCAE Pittsburgh; **ROBERT STEWART,** previously with CBS information department; **ROBERT LEWIS,** released from the Army, and **DICK SMITH,** formerly with WHYN Holyoke, Mass., are new announcers with WBRY Waterbury, Conn.

CARLTON FREDERICKS, food commentator on WHN New York, has been named executive director of the Institute of Nutrition Research.

GORDON ROBINSON, announcer of CFCH North Bay, Ont., and **WILMA FRICKER,** control operator of CFCH, were married.

T. J. WARNER, recently discharged from the Canadian Army as major, has joined the announcing staff of CJKL Kirkland Lake, Ont. Before joining the Army in 1939 he was with CKCO Ottawa and CFRC Kingston.

BOB d'ESTERRE, recently discharged from the Canadian Army and formerly of CKGB Timmins, is now librarian of CJKL Kirkland Lake, Ont.

NEIL TRACEY, formerly of CKRC Winnipeg; CKPR Fort Williams, and CKMO Vancouver, has joined the announcing staff of CKGB Timmins, Ont.

DIANA BARRYMORE, dramatic actress and daughter of the late John Barrymore, has been added to cast of CBS "Jack Carson Show".

PINKY LEE, comedian, has been added to weekly NBC "Rudy Vallee Show".

ALLIED ARTS

IN DEAL involving approximately $400,000 Allied Record Mfg. Co., pioneer Hollywood transcription manufacturer, has been sold to Key Laboratories Inc., North Hollywood, Cal. **LOUIS I. GOLDBERG,** founder and owner, has been retained as consulting engineer. Key Labs. in the past primarily has been setting up recording plants as package deals for independent record manufacturers. Firm is taking over Allied Record Mfg. Co. business and personnel intact, retaining **EUGENE BEDELL** and **JOSEPH ELLISON** as operational heads. Deal includes two buildings at 1041 N. Las Palmas and 1120 N. Citrus, housing 17 record presses set up, with 10 more ready for production, rolling mills and matrix department. Key Labs. also has acquired contracts with government and various radio stations for transcriptions, as well as those with commercial popular recording firms. Annual business is estimated at $1,500,000 gross.

HERBERT G. ARCADIUS has been named district manager of radio phonograph sales, Meissner Mfg. Division, Maguire Industries Inc., Chicago. For 12 years he was with Lyon & Healy.

EDWARD MANNING, former assistant advertising manager for Decca Records, succeeds **WESLEY EDSON** as head of public relations and sales promotion for the syndicated radio shows and wired music of World Broadcasting System, a Decca subsidiary.

T. RODNEY SHEARER, vice-president, A. C. Nielsen Co., Chicago, is to speak Nov. 6 before the Advertising Managers Club of Chicago. His discussion is "The Operation and Uses of Nielsen's Radio Index".

DOROTHY BEHRENS, in charge of publishing all reports for C. E. Hooper Inc., is in Rooseveit Hospital, New York, convalescing from a minor operation.

C. E. HOOPER, president of C. E. Hooper Inc., gave a slide film presentation on the latest and coincidental television measurement of radio audiences to Chicago network executives November 1 following an address before the Radio Management Club of Chicago the previous day. On November 7 he will address a meeting of New York broadcasters and agency clients.

CLIFF McDONALD, executive of Four-Star Record Co., and **FRANZ GREEN** of Bard Music Co., have been elected secretary and treasurer, respectively, of Pacific Coast Record Mfgrs. Assn. newly formed Los Angeles organization.

JACK SAYERS, West Coast manager of Audience Research Inc., is father of a girl.

C. H. PFENNIGER, with Muzak Corp. since 1944, has been appointed New York director of sales. Previously he was sales manager of E. H. Scott Radio Labs. eastern branch studio and office. He was radio technician and instructor of electro-physics and electronics in Marines.

S. D. CARTER, who recently resigned as southeastern regional sales manager for The Crosley Corp., Cincinnati, has been named president of Southern Wholesalers Inc., Jackson, Miss., Crosley distributor in that area.

LT. COL. C. G. DUY Jr., with AAF since 1942 and previously with Westinghouse Electric Corp., has been appointed advertising and sales promotion manager of Proctor Electric Co. Philadelphia.

RICHARD MORROS, with release from Army, has been named vice-president in charge of recording and talent for American Recording Artists, Beverly Hills, Cal. (record mfgr.). **BORIS MORROS,** president, who is devoting full time to film production, may resign executive duties with recording firm, remaining as board of directors chairman.

ARTHUR SCHWARTZ, vice-president, secretary and treasurer of Olympic Record Corp., West Coast subsidiary of Musicraft Record Co., New York (record mfgr.), has received release from those duties and signed for transferral of stock. He will continue his music publishing activities.

Moore Elected to Head RWG Eastern Region

RADIO WRITERS GUILD, eastern region, elected Sam Moore as its national president Oct. 30 in New York. Election of the national president must be confirmed by one other regional division. Both Midwestern and Western regions will hold elections sometime this week, however, and it is almost certain that Moore will be the national president.

Peter Lyon was elected vice-president of the RWG eastern division. Five council members elected are: Erik Barnouw, Robert Newman, Jerry Devine, Robert Colwell and Priscilla Kent.

Five alternate council members are: Elaine Carrington, Julina Funt, Doris Halman, Lynn Stone and Robert Arthur. Four representatives also were elected from the eastern region to serve on the council of the Authors League of America. They are Clifford Goldsmith, Robert Newman, Kenneth Webb and Erik Barnouw.

AFRA Antics

CHICAGO'S leading radio personalities will be at an "autograph bar" November 10, in the Grand Ballroom of the Stevens Hotel, Chicago, for the eighth annual AFRA Antics, sponsored by the American Federation of Radio Artists. Performers include casts of *Grand Hotel, First Nighter, Backstage Wife, Breakfast Club, Quiz Kids, Lonely Women, Ma Perkins,* and other Chicago programs.

"Sometimes I wish you'd listen to something besides WBZ."

"Sometimes I wish you'd listen to something besides WCSH."

"Sometimes I wish you'd listen to something besides NERN."

"Sometimes I wish you'd listen to something besides WJAR."

"Sometimes I wish you'd listen to something besides WLBZ."

New Englanders' top-rated purchasing power naturally goes hand in hand with NERN's top-rated program power.

Of the nation's retailed goods, 8% flows into New England homes, and in 96% of these homes NERN is a member of the family circle.

The reasons for NERN's popularity are obvious. All NERN stations are NBC affiliates, carrying the big NBC shows as well as carefully planned local programs. And NERN transmits with several times the power of any other combination here.

Advertisers pay only $292 for a daytime quarter-hour, with no line charges and free studio facilities in Boston, Hartford or New York. When you buy NERN, you buy a network.

"Sometimes I wish you'd listen to something besides WRDO."

"Sometimes I wish you'd listen to something besides WTIC."

NERN STATIONS

	Frequency	Watts	
WBZ	1030	50,000	Boston, Mass.
WCSH	970	5,000	Portland, Maine
WJAR	920	5,000	Providence, R. I.
WLBZ	620	5,000	Bangor, Maine
WRDO	1400	250	Augusta, Maine
WTIC	1080	50,000	Hartford, Conn.

Nationally represented by

WEED & COMPANY

New York, Boston, Chicago, Detroit, San Francisco, Hollywood

NEW ENGLAND REGIONAL NETWORK

nern

HARTFORD, CONNECTICUT

Did You Say

PROMOTION?

THERE'S A STATION

in

ROCKFORD, ILLINOIS

THAT'LL REALLY GO

TO TOWN FOR

You!

AGENCIES

FRANK KEMP, former head timebuyer of Compton Adv., New York, has been appointed media supervisor on Procter & Gamble Co. accounts, replacing MURRAY CARPENTER who is leaving the agency Dec. 1 to assume new duties as vice-president and general manager of a new station in Portland, Me., of which he is part owner. BILL MAILLEFERT, recently returned to the agency after two years with the Army transport service, succeeds Kemp as head timebuyer.

DON WARNER, released from Marine Corps as captain, has joined BBDO San Francisco as account executive. Prior to service he was with agency's Buffalo office. RUSSELL D. McCORD, former president of McCord Co., Minneapolis agency, also has joined BBDO San Francisco staff.

PICARD ADV., New York, has added four persons to its copy staff: ERNEST BRIDGE, formerly with Oakite Products Corp., New York; NICHOLAS NOBLE, formerly with Atherton & Currier; RICHARD BEVAN, recently discharged from AAF, and LILLIAN STORK, formerly with Gotham Adv. Co.

G. E. FIRPO, former production manager of Export Adv. Agency, New York, has been appointed manager. WILLIAM HIRSHFELD, recently discharged from the Navy as lieutenant, has joined agency as production manager.

UNITED AGENCY, Portland, has established new recording department under charge of W. A. SAWYER to handle cutting of transcriptions and packaging in addition to planning and production services. Agency, headed by LINTON J. SAWYER, also has established new research and statistical department to report listening trends in West Coast area.

GAIL WRIGHT, formerly on the publicity staff of Tayton Co., is now with John Freiburg & Co., Los Angeles, as account executive for Zuni Nail Polish and Seal Cote. BESS LYMAN, former publicity director of WINN Louisville, has been named by Freiburg as publicity director for Gallo Wine account handled by agency.

ELLIOTT E. POTTER, recently a lieutenant commander in the Navy and previously with Campbell-Ewald Co. and D. P. Brother & Co., Detroit, has joined Young & Rubicam, Hollywood, in charge of advertising service on agency's West Coast accounts served by Hollywood office.

PAUL V. LUTZ, account manager of Maxon Inc., who supervises advertising for the specialty division, electronics department, General Electric Co., has moved his headquarters from New York to Syracuse.

H. SHERMAN ADV. ASSOC. have opened offices in Philadelphia at 1507 Real Estate Trust Bldg. HERBERT SHERMAN and EDWARD CLARK head agency.

ADVERTISING & SALES COUNCIL, Los Angeles agency, has changed name to John Freiburg & Co.

GEORGE M. WOLFE Jr., former director of advertising and industrial sales promotion for Buffalo (N. Y.) Electro-Chemical Co. and more recently development engineer with Goodyear Tire & Rubber Co., has joined Little & Co., Los Angeles agency, as account executive.

DONALD G. GILL, recently discharged from the Navy as lieutenant commander after four years service and former advertising and sales promotion manager of National Refining Co., Cleveland, has joined Duane Jones Co., New York, in an executive capacity.

JOHN D. UPTON, recently released from the Army, has rejoined the service department of N. W. Ayer & Son, New York.

F. STANLEY NEWBERY Jr., former vice-president and director of marketing and research at Ruthrauff & Ryan and recently discharged from AAF, has joined McCann-Erickson, New York, as account executive.

WALTER McCREERY, partner in firm of Smith, Bull & McCreery, Hollywood agency, is in Chicago supervising local advertising for Shipstad & Johnson Ice Follies of 1945 which opened in that city Nov. 3. MEL ROACH, production manager of the agency, is in New York on client business.

HOMER SMITH, formerly with N. W. Ayer & Son, Philadelphia, has joined Wesley Assoc., New York, as director of copy.

S. BEN T. GIVAUDAN Jr., recently discharged from the Army, has rejoined Van Dolen, Givaudan & Masseck, New York, as account executive.

IRA RUDIN, former advertising manager of Joan Kenley Corp., and recently discharged from the Army after four years service, has joined Sterling Adv. Agency, New York, as assistant account executive.

DOROTHY DORAN, assistant to WAUHILLAU LA HAY, radio publicity director at N. W. Ayer & Son, New York, left Nov. 1 for Hollywood to assist JEAN McFARLAND, West Coast radio publicity head for company.

DAL WILLIAMS, formerly of KECA Hollywood, has joined radio department of The Mayers Co., Los Angeles agency, as announcer-producer and is assigned to nightly three-hour "Firestone Newsical Time" on KFVD Los Angeles.

WILLIAM A. BLEES, for three years vice-president and manager of West Coast operations for Young & Rubicam, has resigned that post to join Consolidated Vultee Aircraft Corp. as vice-president in charge of sales with headquarters in San Diego.

RICHARD A. CULLINAN, released from the armed forces, has returned to Albert Frank-Guenther Law, New York, as account executive.

DONALD I. BALL, for many years executive assistant in the CBS editing and copyright department, has resigned to join Neff-Rogow, New York.

GROVER H. LOGAN, formerly of Newell Emmett Co., is new member of the copy staff of Hazard Adv. Co., New York.

ROBIN E. DOAN, former assistant to director of OWI domestic branch, Washington, D. C., and prior to that public relations director of Denver (Col.) National Bank, has joined Erwin, Wasey & Co., San Francisco staff.

WILLIAM MERRITT, timebuyer of Dean Simmons Adv., Hollywood agency, and Louise Neale were married in that city on Oct. 28.

LT. GERALD C. HOGAN, who left Pedlar & Ryan, New York radio department in early 1941 to become Navy carrier plane pilot, returns to agency today for media department post.

MRS. LYMAN JOHNSON, formerly Betty Buckler and until recently Hollywood office manager and producer of Benton & Bowles, is the mother of a boy.

LOU FULTON has been assigned Hollywood producer of L. W. Ramsey Co. on NBC "Fitch Bandwagon" with broadcast of Nov. 4. He replaces CECIL UNDERWOOD, resigned.

JOE LEIGHTON of Hollywood publicity staff of Young & Rubicam, has been named publicity director on West Coast for J. Walter Thompson Co., succeeding MAXINE SMITH, resigned.

BROWN BALTE, released from Army Service Forces as major after three years service, has returned to Benton & Bowles, New York, as account executive.

ROBERT HOLLEY & Co., New York, has been organized as successor to Robert Holley Assoc. ROBERT HOLLEY remains as president and SAUL S. SILVERMAN, recently released from the armed services, becomes vice-president. Offices of the firm remain in the RKO Bldg., New York.

F. PERRY SCHOFIELD, released from the Navy after four years active duty, has joined Ruthrauff & Ryan, New York, in an executive capacity.

MARION PARHAM, former timebuyer with Erwin, Wasey & Co. and prior to that with Free & Peters, New York, has joined Kenyon & Eckhardt, New York, as spot timebuyer succeeding KATHRYN McCANN, resigned.

MEETING midnight plane bearing Boris Karloff (l) in Chicago are Jack Stockdale of Chicago radio department of Ruthrauff & Ryan and Bill Koblenzer, in charge of radio for Music Corp. of America, Chicago. Mr. Karloff appeared for guest star role in "Those Websters", sponsored by Quaker Oats Co. on CBS, Friday 8:30 p.m. (CST).

KAY ROBIN, former account executive of Kelso Norman Adv., San Francisco, has established her own agency at 68 Montgomery St., San Francisco.

VERNON L. CARY, former continuity director of KIT Yakima, Wash., has joined Vance Shelmar Agency, Yakima, as account executive.

VIRGINIA LEE DODGE, former writer-producer of American, Chicago, has joined copy staff of Pacific Coast Adv. Co., San Francisco.

BOB CAREY, former Chicago manager of John M. Shaheen & Co., publicity and public relations firm, has resigned to become account executive with Burton Browne Inc., Chicago.

LES H. FORMAN, in charge of radio publicity and promotion for Chicago office of Kenyon & Eckhardt, resigned effective Oct. 31. Future publicity and promotion for agency will be handled by New York office.

R. H. EATON, former professor of accounting at U. of North Dakota, has been appointed controller of Henri, Hurst & McDonald, Chicago. D. B. ANDERSEN continues as assistant secretary and assistant treasurer.

MAC G. COLLINS, former account executive with Foote, Cone & Belding, New York, has been appointed advertising manager and assistant to the vice-president of traffic of the New York Central System.

KOWH Joins Associated

KOWH Omaha on Nov. 1 joined Associated Broadcasting Co. as a basic station, bringing the total affiliates of Associated to 21. KOWH operates on 660 kc on 500 w and is affiliated with the World Publishing Co., owners of the *Omaha World Herald*.

Awards Chairman

DR. JOHN PEATMAN of the College of the City of New York will again serve as chairman of the committee on National Radio Awards to be announced in connection with the College's second annual conference on radio and business. Committee will include editors of radio, advertising and entertainment trade papers.

Don't Miss It!

● 25th ANNIVERSARY LUNCHEON

SPONSORED BY CHICAGO RADIO MANAGEMENT CLUB

12 NOON, NOVEMBER 6

HOTEL MORRISON TERRACE ROOM

$2.50 PER PLATE

Time Buyers!

CALL ON "Spot" FOR HELP

WEAF	New York
WBZ & WBZA	Boston, Springfield
WGY	Schenectady
KYW	Philadelphia
WRC	Washington
KDKA	Pittsburgh
WTAM	Cleveland
WOWO	Ft. Wayne
WMAQ	Chicago
KOA	Denver
KPO	San Francisco

SNOWED UNDER trying to find available radio time for advertisers who want to jump in on the ground floor? Whistle for "Spot" to come to *your* rescue as he has for many a perplexed time buyer. Maybe he won't uncover the exact time you had in mind—NBC spot time is in big demand—but chances are sizable that he'll recommend something mighty certain to do a bangup sales job for sponsors.

Call on "Spot" for help today in locating suitable time for you on one or all of NBC's 11 major stations . . . stations which talk to 55% of the nation's families whose buying power is 34.2% higher than the national average . . . stations which *SELL* the country's biggest audience in the richest peacetime market.

NBC SPOT SALES

New York, Circle 7-8300 . . . Chicago, Superior 8300 . . . San Francisco, Graystone 8700
Washington, Republic 4000 . . . Cleveland, Cherry 0942 . . . Hollywood, Hollywood 6161
Denver, Maine 6211 . . . Boston, Hancock 4261

PEOPLE AND MORE PEOPLE • Latest population estimate for Southern California (and a large portion of KFI's Primary Area) was five million. This figure was for Jan. 1, 1945, and represents an increase of 28% over '40. We'll grant you that not all of these new residents will remain nor will all those remaining be hot prospects for every seller's product. But one thing is sure, this will be a better market for food lines these many years to come. And that word *food* should bring to mind KFI's top salesman for grocery products—ART BAKER! This gentleman with the friendly voice is about to complete his seventh year on KFI with the ART BAKER NOTEBOOK which is paramount among local participating programs. ART has always done an outstanding job with his food accounts and his files contain a list of testimonials as long as the Browns in the phone directory. In fact, ART BAKER NOTEBOOK now accepts grocery product participations exclusively and his Hooper is a knockout in daytime ratings. If the NOTEBOOK is filled when you call, keep watching. You'll never regret the day that you get on his program!

HOBBIES • KFI Engineer, Charlie Young, has the unique hobby of making castanets. Aside from the fun, Charlie's pastime is remunerative, with sales in clickers running around 200 pairs this year. A number of the world's top dancers list among his satisfied clients.

CLEAR CHANNEL
640 KILOCYCLES **KFI** 50,000 WATTS
Earle C. Anthony, Inc.
NBC for LOS ANGELES
Represented Nationally by Edward Petry and Company, Inc.

TECHNICAL

EDWARD J. KINGSLAND, recently of OWI Honolulu station KHRO, and **EARL H. HOLTMAN,** engineer on field testing for Radiation Lab., Massachusetts Institute of Technology, have joined KSFO San Francisco transmitter staff. **ALBERT B. JACKSON,** formerly of Globe Wireless, Manila; **CHARLES ROBERTSON,** who recently completed radar assignment for Philco, and **GUS LYNCH,** formerly in charge of AFRS recording production, have been added to KSFO studio engineering staff.

UNIVERSAL MICROPHONE Co., Inglewood, Cal., has again started production of D61 constant frequency record for use in checking frequency response of transcription and phonograph pickups in stations and recording studios. For use on 78 RPM turntables, disc is 12 inch lateral record of unbreakable pressing.

WM. E. CHEVRIER, recently discharged from the Canadian Army, has joined the transmission and development department of the CBC engineering staff at Montreal.

LEN W. COSH, recently out of RCAF, has joined the operating staff of CBH Halifax.

JACK SMITH, operator of CBK Watrous, Sask., is father of a boy.

JOHN W. HUMPHREY, formerly in charge of manufacturing for National Cash Register Co., has been elected vice-president in charge of manufacturing for IT&T.

JULIUS LEONARD, released from the Navy, is new member of engineering staff of WBRY Waterbury, Conn.

JERRY BERANEK, after three years with Columbia U. Division of War Research, has rejoined CBS Hollywood engineering staff.

HENRY KAISER, who was on special assignment as field engineer with Western Electric during the war, has returned to his former post as chief engineer at WWSW Pittsburgh.

ANDY COSTELLO, formerly of the engineering staff of WPAT Paterson and recently discharged from the Army, has rejoined station as engineer.

JAMES B. HATFIELD, formerly with KIRO Seattle, is new technical director of KEVR Seattle and KTYW Yakima, Wash. New addition to engineering staff of KEVR is **JOHN L. KELLEY,** who returns to station following release from the Navy.

LEON LLOYD, former chief engineer of WAIR Winston-Salem, N. C., and recently released from service, is now transmitter engineer with KSD St. Louis. For past two years he has been in India working on installation of radio navigational aids with Army airways communications system. In September he married Marie Urban of St. Louis.

ROLAND BEAULIEU, formerly of CBF Montreal, has been appointed in charge of the transmitter station of CBV Quebec.

BOB KINNEY, overseas with OWI, is new chief engineer with WRRN Warren, O.

JULINE SAVOLD, chief engineer with WDAY Fargo, N. D., is father of a girl.

JERRY KELLY, recently discharged from the Royal Canadian Corps of Signals, has returned to Toronto engineering office of Northern Broadcasting & Pub. Co., Timmons, Ont.

GEORGE SHALE has joined the operating staff of CJKL Kirkland Lake, Ont. **ROY LYTTLE** is new member of engineering staff of CKEY Toronto.

Texas CP Granted

NEW STANDARD station has been granted by the FCC for San Antonio, Tex., to Raoul A. Cortez. Facilities assigned are 1,000 w daytime on 1300 kc. Mr. Cortez is owner and managing director of Mexican Commercial Hour and Cortez Spanish Programs. Other stations now operating day and night on the regional channel are KVOR KGLO WFBR WOOD WJDX KOL.

News

JACK STONE, war correspondent for WRVA Richmond, Va., recently returned from Southwest Pacific, has been appointed director of special events for station.

FRANCIS W. (Pete) TULLY Jr., former Washington bureau chief of Yankee Network, recently discharged as lieutenant commander, Naval Air Intelligence, on Dec. 1 joins Washington Reporters Inc., which now represents Yankee in Washington and formerly was known as Yankee News Bureau. Service was organized two years ago by **JACK R. REED** to represent Yankee and several independent stations.

JIM BRITT, released from the Navy as lieutenant, has returned to WNAC Boston and Yankee Network to conduct Saturday sports roundup under sponsorship of Narragansett Brewing Co., Cranston, R. I., He teams with **TOM HUSSEY,** who succeeded him on baseball coverage while he was in service as combat air intelligence officer with land-based bomber squadrons in the Pacific.

LT. ALEX BUCHAN, released from Naval air force as lieutenant after five years in service, has returned to KXOK St. Louis in charge of special news events. He joined the British Royal Air Force in 1940 as pilot.

VAN PATRICK, former Texas Christian football star, is new sportscaster on WPEN Philadelphia.

LT. JIMMY VANDIVEER, former special events director of KFI Los Angeles with discharge from Navy on Nov. 1 returns to the station staff.

WILLIAM E. WATSON, formerly with WOAI San Antonio and KWKH Shreveport, and **FREDERICK A. DAVIS,** formerly with WNAC Boston and WTAG Worcester, have joined the news staff of WLIB New York.

TED MALONE, American commentator will become a television attraction when he returns from his current round the world flight on the Army Transport Command's "Globester". Films made at all important stops along the route, with Malone as commentator, are to be telecast on WRGB Schenectady and WPTZ Philadelphia.

TAKING IT ON THE LAMB are CBS newsmen judging the "lamb cake" themselves before the cake-baking contest closed on 13th anniversary of WTOP, CBS Washington station. Eager beavers are (usual order) Cliff Allen, Claude Mahoney, Bob Wood, Bill Henry, Bill Costello—and the lamb (with specs).

Guy Beaudry

GUY BEAUDRY, 40, chief sound technician of CKAC Montreal, died suddenly at his home on Oct. 22. He joined CKAC 13 years ago, having formerly been in the real estate business. He is survived by his wife, three children and his parents.

Disney Seeks TV

WITH Forestry Service of U. S. Dept. of Agriculture having granted approval to erect transmitter atop Mt. Lowe, Cal., Walt Disney Productions, Hollywood animated cartoon producers, have filed FCC application for a television station in Los Angeles area. Projected studios would be built on 51 acre Burbank, Cal. tract, site of Disney plant. Programs would be wired from studios to Mt. Lowe transmitter.

Tony Stanford, former Hollywood producer of J. Walter Thompson Co. is currently completing a six-week survey of Disney talent and characters suitable for televising. Indexing is in line with projected television plans as well as exploitation possibilities of cartoon characters in standard broadcasting.

JAMES G. CROWLEY, Washington correspondent and commentator, is now heard on Don Lee Network Tuesday and Thursday 9:15-9:30 p.m. (PST) on "Your Washington Man".

RHONA LLOYD, women's commentator on WCAU Philadelphia for two and a half years, is scheduled to go overseas as correspondent. **KATHERINE CLARK,** WCAU women's commentator, recently has returned from three months overseas.

GEORGE HICKS, American commentator, whose broadcast of the air raid on the Allied invasion fleet was declared one of the outstanding broadcasts of last year, has an oil painting entitled "D-Day—Normandy" on display at the exhibit of the American Artists Professional League at the National Arts Club, New York.

LLOYD MOORE, CBC war correspondent, overseas for three years, has returned to Canada and is engaged to Kay Stevens of Ottawa.

DON HOLLENBECK, former newscaster on WEAF New York, has started a quarter-hour news commentary on WJZ New York, five-weekly 7-7:15 a.m.

MRS. ALEXANDER GRIFFIN, wife of WIP Philadelphia commentator, has left for a tour of England, France and Ireland to gather postwar data which her husband will use in a book.

LARGE studio mural by Stuart Davis at WNYC New York has been loaned by station to Museum of Modern Art, New York, for special Davis exhibition during October.

"You can't argue with a PRESTO RECORDING ...because Presto gives it to you straight!"

"There's nothing like a Presto Recording for honest criticism of your work," says Ray Bloch whose Orchestra and Chorus provide the musical portion of so many network shows. "Our programs are recorded on Presto equipment because we know we can depend on Presto's fine reproduction and fidelity to musical tones. When we play back the recording, we're practically hearing our own live performance!"

Major broadcasting stations feel the same way about Presto's high quality work—and add that Presto is rugged as well as efficient, remaining in perfect operating condition over long periods without adjustment. Schools, colleges and business organizations, too, prefer Presto equipment because it's so simple to operate. Write for complete information.

PRESTO

RECORDING CORPORATION

242 West 55th Street, New York 19, N. Y.

Walter P. Downs, Ltd., in Canada

WORLD'S LARGEST MANUFACTURER OF INSTANTANEOUS SOUND RECORDING EQUIPMENT AND DISCS

WINN
Louisville
AMERICAN
WINN
BROADCASTING COMPANY
Represented by
BROADCAST SALES COMPANY
New York & Chicago
HOMER GRIFFITH COMPANY
Hollywood & San Francisco
HARRY McTIGUE General Manager

SPONSORS

CASITE MFG. Corp., Hastings, Mich. (piston rings), begins an eight-week spot campaign Nov. 5 using approximately 400 stations in 301 markets. Spots total 12 weekly where time is available. November-December schedule is part of the regular Casite merchandising program featuring two eight-week spot campaigns each year —Spring and Fall. Present schedule is up considerably over Spring campaign which covered 230 stations in 150 markets. Special spot campaigns also have been used throughout the year to cover territories served by new distributors. Use of spots by Casite has grown consistently since first test campaign over WIBC Indianapolis in 1941. Account's consumer advertising also includes space in weekly magazines and farm publications, but spot broadcasting gets about 75% of appropriation. Agency is Keeling & Co., Indianapolis.

MORTON SALT Co., Chicago, begins sponsorship Nov. 5 of spot campaign using approximately 10 spots weekly on 135 stations throughout the country, scheduled to run through Nov. 30. Account placed through Hill Blackett & Co., Chicago.

ECLIPSE LAWN MOWER Co., Prophetstown, Ill., has placed account with Addison Vars Co., Buffalo. Area radio may be used. Harry W. Comstock, agency partner, directs account.

POPULAR MECHANICS Magazine, Chicago, through George M. Hartman Agency and Neblett Radio Productions, Chicago, is preparing series of five-minute and one-minute transcriptions. Station list has not been announced.

NORWALK TIRE & RUBBER Co., Norwalk, Conn. (tires), in a test campaign, currently is using spot announcement schedule on WICC Bridgeport. Copy stresses safety factor of firm's five-ply tires and includes listing of local dealers. With expansion of tire distribution, firm is considering extending schedule to other markets. General Adv. Agency, Hollywood, has account.

ALDEN RUG MILLS, New York (Beauty Tread Rugs), about Jan. 1 starts weekly quarter-hour transcribed musical programs on WOR New York, WTAM Cleveland and WGN Chicago, titled "Hawaiian Color Magic". Transcribed by World Broadcasting System, programs will constitute 17-week test preceding network show for which plans are not yet complete. Agency is Dudley Rollins Co., New York.

CONLON BROS. MFG. Co., Chicago (new home washing machine maker), has placed account with Burton Browne Adv., Chicago. E. J. Conlon is account executive. Burton Brown also will handle account of Indian Motorcycle Co., Springfifield, Mass., for motorcycles and related products.

SHIPSTAD & JOHNSTON, New York ("Ice Follies of 1946"), through Smith, Bull & McCreery, New York, has started a spot campaign to run Nov. 10-20 on following New York stations: WJZ WOR WABC WEAF WNEW WINS WMCA WLIB WHN WBYN WEVD WBNX WOV WHOM WAAT. Promoters have bought half-hour on Mutual Nov. 7, 10-10:30 p.m. to present a word picture of the opening of the Follies from The College Inn in Chicago plus pick-ups from Boston, Tulsa and Los Angeles. Guest stars of stage, screen and radio are to appear.

NATIONAL STEEL CONSTRUCTION Co., Seattle (automatic electric water heaters), has appointed Botsford, Constantine & Gardner, Seattle, to handle advertising. Spot radio will be used in campaign covering Pacific Northwest states.

STANDARD OIL Co. of New Jersey, New York (Esso Marketers), sponsored NBC's television newsreel coverage of the Navy Day celebration in New York, with films being telecast both Saturday and Sunday evening on WNBT New York, WRGB Schenectady and WPTZ Philadelphia. In addition to newsreel showing the commissioning of aircraft carrier "Franklin Delano Roosevelt", the parade and President Truman's address in Central Park, the program included views of the fleet at anchor taken from a Navy blimp. Films were dropped into the Hudson River where they were picked up by a Navy crash boat and rushed to processing labs. **R. M. GRAY**, manager of the advertising-sales promotion department of the company, called the Navy Day program "A good example of the news service Esso marketers expect to furnish to television audiences on a regular schedule."

CHARLES Inc., Los Angeles (Fez, men's cologne), has appointed Jere Bayard & Assoc., Los Angeles, to handle advertising.

WESTERN FROZEN FOODS Co., Watsonville, Cal. (frozen foods), has named The Mayers Co., Los Angeles, to handle advertising. Radio is being considered along with other media in a national campaign directed to consumers on a spot basis to parallel product distribution.

MacMILLAN PETROLEUM Corp., Los Angeles (petroleum products), has appointed Paul E. Newman Co., Los Angeles, to handle advertising.

L. G. HARRIER, with Navy release as lieutenant commander, has returned to his former post as advertising manager of National Lead Co., San Francisco (Dutch Boy paint).

NYE & NISSEN, San Francisco (packer of "Biddy" eggs), has appointed Brisacher, Van Norden & Staff, San Francisco, to handle advertising.

HOLLANDERIZING Corp. of America, New York (fur cleaning process), has extended its participation contract on "Margaret Arlen" program on WABC New York, for Tuesday, Thursday and Saturday participations, starting Nov. 8. Company also sponsors spots on WNEW New York and WGN Chicago, and participations on "Beulah Karney Show" on WENR Chicago.

JOHN MORRELL & Co., Ottumwa, Ia. (Red Heart dog food), Nov. 19 starts daily participation in combined "Sunrise Salute" and "Housewives Protective League" on KNX Hollywood. Contract for 52 weeks placed through Henri, Hurst & McDonald, Chicago.

WEST COAST POTTERY Co., Burbank, Cal. (art pottery), has appointed Davis-Hood & Assoc., Los Angeles, to place advertising.

ADAM HAT STORES, New York (chain), Nov. 18 starts using schedule of four Sunday spots on KMPC Hollywood for four weeks. Glicksman Adv. Co., New York, is agency.

THRIFTY DRUG Co., Los Angeles (Southern California chain store), has appointed Milton Weinberg Adv. Co., Los Angeles, to handle advertising. Radio will continue to be used along with other media.

SEARS ROEBUCK & Co., Los Angeles, continuing early Christmas shopping campaign, Nov. 1 started for 30 days using a total of 115 transcribed spots weekly on nine Los Angeles area stations. List includes KNX KFI KFWB KHJ KECA KFVD KIEV KRKD KFAC. Agency is The Mayers Co., Los Angeles.

PROGRESSIVE OPTICAL Co., Fresno, Cal., has started weekly half-hour transcribed "Pages from Life" on KROW Oakland, Cal. Art Baker is m.c. with West Tourtellette Trio and Tailor Maids featured. Allied Adv. Agencies, San Francisco, has account.

MAISON BLANCHE, New Orleans (dept. store), on Nov. 19 begins sponsorship of annual children's program "Under the Maison Blanche Christmas Tree" on WWL New Orleans. Program is heard weekdays, 4:30 p.m., and features Christmas stories.

ALLIED FOOD INDUSTRIES, Perth Amboy, N. J. (Plantation Health Foods), has appointed Norman A. Mack Co., New York, to handle advertising campaign. Radio is considered.

NOMA ELECTRIC Corp., New York (Christmas lights and toys), started participations in "Uncle Don" on WOR New York effective Oct. 31 for eight weeks. Program will be heard three weekly for quarter-hour periods. Campaign is being directed by Albert Frank-Guenther Law, New York.

CENTRAL CHEVROLET, Los Angeles (used car dealer), is using schedule including spot and participation announcements on KFWB KMPC KFAC KFVD KECA with additional spots to be added on KFI KNX KHJ KFAC. Western Adams Chevrolet (used car dealer), is using time signals on KFWB KIEV with other stations to be added. Allied Adv. Agencies, Los Angeles, handles accounts.

TEN-CANDLE cake is cut by L. E. Ulrope (l), president of Colonial Beacon Oil Co., and John McNeil, general manager of WJZ New York, climaxing dinner given by Standard Oil Co. of New Jersey in celebration of 10 years of public service news broadcasts of the "Esso Reporter" on WJZ.

SCUDDER FOOD PRODUCTS, Monterey Park, Cal. (peanut butter, potato chips), Dec. 4 starts weekly spot schedule on KFI Los Angeles for 52 weeks through Davis & Beaven Adv., Los Angeles.

HANEEL Co., Los Angeles, parent organization of Plastic & Rubber Products Co., has appointed Western Adv. Los Angeles, to handle its advertising. Stephen H. Schaffer is account executive.

FRANK A. SUNDERLAND, former director of visual aids for Northrop Aircraft Inc., has been appointed advertising and sales manager of Edo Aircraft Corp., College Point, L. I.

SMITH BROTHERS ICE CREAM Co., New York, has purchased participations on "Gloom Dodgers" on WHN New York, effective Oct. 15 for 52 weeks. Agency is Jack Stone Adv. Agency, New York.

JUNE HOLLISTER, formerly in charge of advertising and publicity for Jo Thorpe, New York, has joined Sapphire Hosiery Corp., New York, as director of advertising and publicity.

J. A. WRIGHT & Co., Keene, N. H. (Wright's Silver Cream), has started participations on Bessie Beatty's daily program on WOR New York. In addition to talking about Silver Cream, Miss Beatty sends the "Wright Butler" on daily rounds to visit housewives in their homes and show them how to clean silver with the cream. Agency is Charles W. Hoyt Co., New York.

ASSOCIATED LABS., Long Island City, N. Y. (Blondex), has placed one-minute announcements three times weekly for seven weeks on KYW Philadelphia, through Grady & Wagner, New York.

ROBIN HOOD FLOUR MILLS, Toronto (cereals), has started weekly half-hour transcribed program "The Haunting Hour" on CKWX Vancouver. Agency is Young & Rubicam, Montreal.

IMPERIAL TOBACCO Co., Montreal (cigarettes), has started twice-weekly transcribed musical programs on a number of Canadian stations. Agency is Whitehall Broadcasting, Montreal.

PURITY FLOUR MILLS, Toronto (flour and oats), has started thrice-weekly transcribed series "This Is Canada" with John Fisher, commentator, on 37 Canadian stations. Agency is McKim Adv., Toronto.

SALADA TEA Co. of Canada, Tronto, has started daily newscasts on CFRB Toronto. Agency is Thornton Purkis Adv., Toronto.

NEW ACCOUNTS for transcribed quarter-hour "Sincerely Kenny Baker" program produced by the Hollywood office of Frederic W. Ziv Co., Cincinnati, includes: Denver Dry Goods Co., five-weekly on KLZ Denver; Sanitary Drug Co., Clarksburg, W. Va., five-weekly on WBLK Clarksburg; Bon Marche Dept. Co., Asheville, N. C., three-weekly on WWNC Asheville; Red Top Brewing

Co., Cincinnati, through Jesse Joseph Adv. Agency, Cincinnati, twice-weekly for 52 weeks on KOIL KGBS KTSA KTRH WAPO WNOX WLAC WHIS WSAZ WHIZ WSLS WCHS. Newly signed for "Pleasure Parade" quarter-hour series: Hall-Rouch Motors, Akron, through Jessop Adv. Co., once-weekly for 52 weeks on WAKR Akron effective November 1; Grove Labs., St. Louis, through Donahue & Coe, three-weekly on WWL WDAF WTAM WMC KRLD WKRC WWJ KQW WOW KEX WTAR WBT. Julles Fur Salon, Buffalo, through Ellis Adv., Buffalo, once-weekly for 52 weeks on WBEN Buffalo; Kopy-Kat Stores, Washington, through Kal, Elrich & Merrick, Washington, once-weekly for 52 weeks on WRC Washington. Quarter-hour transcribed "Songs of Good Cheer" has added as new sponsors: Hyde Park Breweries Assn., St. Louis, through Gardner Adv., St. Louis, three-weekly for 26 weeks on KWOS WTAD WCBS WJPF KFVS WSOY KGBX KHMO KSD; City Ice & Fuel Co., Cleveland, through Gregory Adv., Cleveland, three-weekly on WJW Cleveland.

JOHN EICHLER BREWING Co., New York, will sponsor the 25 home hockey games of the New York Rangers in the National Hockey League from Madison Square Garden for the fourth year on WHN New York starting Nov. 8. Games, to continue through March 17, have been broadcast on WHN for seven consecutive years. Agency is Geare-Marston, Philadelphia.

FAWCETT Publications, New York (True and Today's Woman), has started a $200,000 advertising campaign to promote two magazines. Company sponsors 20 one-minute dramatized announcements and 20 40-second program breaks on following stations for True magazine: WOR WJZ WHN WNEW New York; WIND WJJD WENR WCFL WBBM WAAF Chicago; and WHF WKBO WHBG Harrisburg. Campaign for Today's Woman includes 40 dramatized announcements on WOL WMAL WWDC WRC WINX Washington, D. C. Agency is McCann-Erickson, New York.

LEVINE & SMITH, New York (retail dress stores), Nov. 4 started "Don Dennis Sings" on WHN New York for Sunday quarter-hour broadcasts. Agency is A B. Landau Adv., New York.

IDEAL BATH ROBE Co., New York (infants' bathrobes and buntings), has placed account with S. Duane Lyon Inc., New York.

TOMMY LUKE, Portland, Ore. (florist), has started thrice-weekly man-on-the-street program "Say It With Flowers" on KOIN Portland. Quarter-hour program is quiz on timely topics. Account placed through Short & Baum, Portland. Edwards Furniture Co., Portland, has signed for six-weekly series of quarter-hour "The Texas Rangers" on KOIN. Account placed direct.

GENGRAS MOTORS Inc., Hartford (local Ford dealer), sponsored quarter-hour remote program on WHTD Hartford for description of new 1946 model car just received at showroom. WHTD plans similar programs on other cars.

DICKSON IMPORTING Co., Vancouver (Blossom Tea), has signed for three quarter-hour weekly programs on CKNW New Westminster, B. C., through Roy Hunter Adv. Agency, Vancouver. Imperial Tobacco Co. of Canada is now sponsoring Art Van Damme Quintet transcribed quarter-hour program twice weekly on CKNW, through Whitehall Broadcasting, Montreal.

ABRAHAM & STRAUS, Brooklyn, is sponsoring "Remember This One", quarter-hour Sunday morning series, on WLIB Brooklyn during November. Account placed by Neff-Rogow, New York.

HADLEY FURNITURE Co., Waterbury, Conn., has signed on WBRY Waterbury for Tuesday and Thursday afternoon classical and semi-classical music program featuring William O'Brien, tenor. Marinette Shop, local gift specialty shop, is now sponsoring fall series of Wednesday afternoon programs, "Piano Miniatures", with Elsa Hemenway.

Network Accounts

New Business

IODENT CHEMICAL Co., Detroit (toothpaste), Oct. 30 started for 52 weeks This Moving World on 14 American Pacific stations, Tues.-Thurs. 1:30-1:45 p.m. (PST). Agency: Duane Jones Co., N. Y.

ZUKOR'S Inc., Los Angeles (dress mfgr.), Oct. 26 started for 52 weeks Sam Balter—Commentator on 14 American Pacific stations, Sun. 12:30-12:45 p.m. (PST). Agency: John Barnes & Assoc., Los Angeles.

INDUSTRIAL MANAGEMENT Corp., Los Angeles (Insect-O-Blitz), on Dec. 1 starts for 52 weeks Voice of the Moment on 10 CBS Pacific stations, Sat. 5-5:15 p.m. (PST). Agency: Lockwood-Shackelford Adv., Los Angeles.

Renewal Accounts

SOUTHERN COTTON OIL Co., New Orleans (Wesson Oil, Snowdrift), Oct. 18 renewed for 52 weeks Noah Webster Says on 7 NBC Pacific stations, Thurs. 9:30-10 p.m. (PST), with shortwave repeat on KGU Honolulu, Sat. 9-9:30 p.m. (PST). Agency: Fitzgerald Adv., New Orleans.

PETER PAUL Inc., Naugatuck, Conn. (Mounds candy, Ten Crown gum), Oct. 30 renewed for 52 weeks Graeme Fletcher —News on 9 NBC Western stations, Tues.-Thurs. 7-7:15 a.m. (PST). Agency: Brisacher, Van Norden & Staff, San Francisco.

PERALTA WINE Co., San Francisco (Monte Cristo wines), Nov. 6 renewed for 52 weeks Count of Monte Cristo on 16 Don Lee Cal. stations, Tues 8-8:30 p.m (PST). Agency: Foote, Cone & Belding, San Francisco.

SOUTHERN PACIFIC Co., San Francisco (transportation), Nov. 7 renews for 52 weeks Mainline on 13 Don Lee Pacific stations, Wed. 8-8:30 p.m. (PST), with transcribed repeat on KLO. Agency: Foote, Cone & Belding, San Francisco.

SWIFT CANADIAN Ltd., Toronto (meat products), Oct. 29 renewed for 52 weeks the Breakfast Club on 26 CBC Trans-Canada stations, Mon. thru Fri. 9:30-9:45 a.m. Agency: J. Walter Thompson Co., Toronto.

AMERICAN HOME PRODUCTS, New York (Anacin), Oct. 24 renewed Ellery Queen for 52 weeks on 53 CBS stations, Wed. 7:30-8 p.m. Agency: Ruthrauff & Ryan, N. Y. For Kolynos dentifrice, AHP on Oct. 25 renewed Mr. Keen, Tracer of Lost Persons for 52 weeks on 53 CBS stations, Thurs. 7:30-8 p.m. Agency: Dancer - Fitzgerald - Sample, N. Y.

HUDSON BAY Co., Winnipeg (chain department store), Nov. 3 renewed Red River Barn Dance on 7 CBC Trans-Canada stations, Sat. 11-11:30 p.m. Agency: Cockfield Brown & Co., Winnipeg.

UNION OIL Co. of California, Los Angeles, Oct. 29 renewed for 52 weeks Michael Shayne on 40 Don Lee Pacific stations, Mon. 8-8:30 p.m. (PST). Agency: Foote, Cone & Belding, Los Angeles.

Net Changes

KNOX Co., Hollywood (Mendaco), Oct. 22 expanded "Murder Is My Hobby" on 39 Don Lee Pacific stations to MBS stations, and shifted from Sunday 8:30-9 p.m. (PST), to Sunday 4-4:30 p.m. (EST). Agency, Raymond R. Morgan Co., Hollywood.

SIGNAL OIL Co., Los Angeles (petroleum products), Oct. 15 replaced Fun & Mirth with What's New With Norman Nesbitt on 14 American Pacific stations, Mon. thru Fri. 2:25-2:30 p.m. (PST). Agency: Barton A. Stebbins Adv., Los Angeles.

Anniversary Banquet

REPRESENTATIVES of Chicago radio stations, advertising agencies and allied interests have been invited to attend the Chicago Radio Management Club's "25th Anniversary of Radio" banquet at the Hotel Morrison, at 12 noon, Tuesday, November 6. John Carey, WIND commercial manager, who heads the reception committee, said veterans of the industry had received special invitations.

WINS New York on Oct. 31 started recording the Wednesday Advertising Club luncheons for broadcast 8:30-9 p.m.

Cervi-Radetsky Office

PUBLIC RELATIONS office of Cervi-Radetsky & Associates has been opened in Denver by Eugene Cervi and Ralph Radetsky, former Denver newspapermen, and is now publishing a weekly business news letter on activities in the Rocky Mountain region. Mr. Cervi is former OWI regional director for the Rocky Mountain states and is also Colorado State Democratic chairman. Mr. Radetsky was with the OWI overseas branch in New York, Washington, and San Francisco. Firm's headquarters is at 707 Railway Exchange Building, Denver 2.

Advertising Meet

A. W. LEHMAN, president of Cooperative Analysis of Broadcasting, is to be one of guest speakers to address Nov. 7-9 annual meeting of Assn. of Canadian Advertisers at Royal York Hotel, Toronto. Other speakers on radio will be Paul L'Anglais of Radio Programme Producers Ltd., Montreal, who will talk on "What Country People Like to Listen To," and Paul Ellison of Sylvania Electric Products Co., New York, who will discuss "The Significance of Public Opinion Polls."

AUTOBIOGRAPHY of "Chiquita Banana" is related in an amusing picture book just issued by BBDO, New York, which originated this singing commercial for the United Fruit Co.

ARE YOU BUILDING ON SAND?

Not if you're building your post-war merchandising plans in such stable communities as Roanoke! During the war our "big three"—railroading, steel production, rayon manufacture—were going all-out for Uncle Sam. But such were the pent-up demands for all three that Peace finds them continuing full-blast—without reconversion or even re-tooling!

Get acquainted with our prosperous Southwest Virginia people. Their pay envelopes are still fat. One station—WDBJ—gives you top coverage of Roanoke and Southwest Virginia. Rates are definitely LOW. Write, or call Free & Peters!

CBS • 5000 WATTS • 960 KC

Owned and Operated by the

TIMES-WORLD CORPORATION

FREE & PETERS, Inc., Natl. Representatives

WDBJ ROANOKE VA.

Getting that F-M Antenna up high not only means more efficient area coverage—but it also means lower costs. Doubling the height of the antenna above ground is equivalent to squaring the transmitter power. Thus, a 250 watt transmitter with a 200 foot tower would equal a 1000 watt transmitter with a 100 foot tower. That is real economy—both in initial transmitter cost and in power.

2 Wincharger Products will help you get better F-M Broadcasting at lower costs: (1) A sturdy, economical Wincharger Tower to get your antenna high. (2) An efficient, low cost Wincharger F-M Antenna. For full information write or wire us.

WINCHARGER
F.M. ANTENNAS·ANTENNA TOWERS·VERTICAL RADIATORS
WINCHARGER CORP. SIOUX CITY, IOWA

PROGRAMS

ADDITIONAL programs started by WWJ Detroit for high school listeners are "Young People's Concerts" and "Musical Youth". First program, featuring Detroit Symphony Orchestra and informative commentary, is heard Saturday 10-11 a.m. Latter program, heard in classrooms as well as on the air, features different high school orchestras, bands, choruses and other musical groups of proven worth. Time is Thursday 1:15 p.m.

Information

DRAWING questions from fan mail which include controversial questions listeners have been debating and betting on with family and friends, quarter-hour series titled "Misinformation" started on KFI Los Angeles on Oct. 30. Jose Rodriguez and Vyola Vonn conduct informal information-giving sessions.

High School News

A TOUR of the world of sports, fashions, dates and doings of the teen-age high school groups is format for new Saturday afternoon program on CFRB Toronto. Titled "Hi-Variety", program is sponsored by weekly high school tabloid paper, Canadian High News.

Windy City Story

NEW DRAMATIC series depicting growth of Chicago, "The Chicago Story", started on Mutual Oct. 31 as Wednesday 9-9:30 p.m. feature. Subjects to be covered include Chicago Historical Society, Chicago tunnel, stockyards, Hull House, Rush Street Gold Coast, St. Vincent's Orphanage and planetarium.

Church Bells

CHURCH BELLS, transcribed, are to be used by WMAZ Macon, Ga., as background for station identification during Sunday morning hours following location of suitable community in which to cut transcription. Listeners are asked to submit suggestions for town whose church bells can best be perpetuated in this way.

Movie Quiz

AIRING excerpts from sound tracks of current movies, "Movie Quiz", weekly half-hour audience participation show, starts on American stations Nov. 12 with Jack Bailey as m.c. Designed to determine how much of a movie an audience retains by ear, program also will test contestants ability to recognize motion picture stars by voice.

Airway Canteen

INTERVIEWS at Patterson Field, O., with servicemen landing there on emergency flights around the world, are presented on new Saturday morning program heard on WLW Cincinnati. Titled "Flight Line Canteen", program is conducted by Georgia Davidson, chief of the eastern area radio section for American Red Cross.

Auto Previews

SUSTAINING feature broadcast weekly by WPAY Portsmouth, O., is "Automotive Review", quarter-hour freely granted a different local auto dealer each week for presentation of "sneak previews" of new models and other news of interest to motorists. Some remotes are handled from display rooms.

Home Problems

WGY Schenectady is presenting for second season Dr. Ernest M. Ligon, author and head of the psychology department at Union College, in new series of weekly broadcasts dealing with problems of parents and young people, titled "Manlow Family".

Bowling News

INFORMATION on bowling highlights of the week is presented in new Saturday evening quarter-hour program heard on WCOL Columbus, O. Local attorney-sports enthusiast conducts program.

New on KVOO

SUNDAY evening series from Tulsa Philbrook Art Center is now heard on KVOO Tulsa as new public service program featuring art commentary and music. Job opportunities in the aviation industry continue format for another new KVOO program, "Aviation Counselor", aired Wednesday evenings. Conductor of program is Adam Butler of Spartan Aircraft Inc., Tulsa.

School Originations

KEVR Seattle has started series of Monday through Friday programs from central radio workshop of local high schools. Written and presented by students, program features school news, sports, drama and music.

Symphony on Associated

SEATTLE Symphony Orchestra on Oct. 30 started series of Tuesday 11:30 p.m.-1:30 a.m. (EST) broadcasts on Associated Broadcasting Corp. Conductor is Carl Ernest Bricken.

Fairy Tales

FIVE-MINUTE Monday through Friday "Story Time" series of fairy tales for children has been started by WTAG Worcester, Mass.

New TBA Affiliates

RESEARCH Council of Academy of Motion Picture Arts and Sciences, Hollywood, and Eastman Kodak Co., Rochester, N. Y., have become affiliate members of Television Broadcasters Assn. John P. Livadary and Gorden S. Mitchell will represent the Research Council in TBA, while Donald Hyndman and Waldo Potter will serve as representatives of Eastman Kodak.

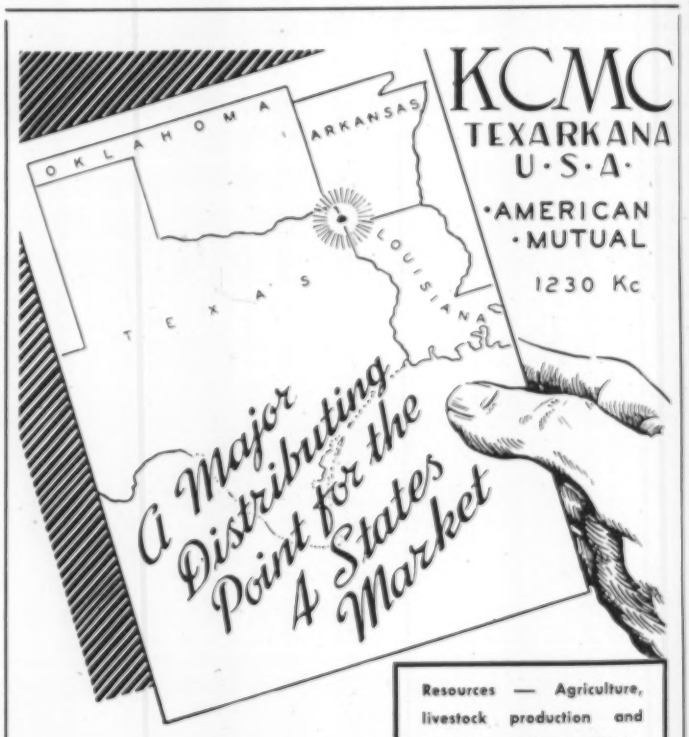
Breneman Show Studied

PROCTER & GAMBLE Co.'s *Breakfast in Hollywood* on American is being studied by Harvard University sociology classes under Dr. Pitram A. Sorokin, who is engaged in research on how a sense of solidarity can be promoted among all elements of a community. Dr. Sorokin found the program contained most of the elements producing solidarity and asked Tom Breneman, conductor of broadcast, to supply Harvard classes with material about how program was created, aims of broadcast, and description of method used in selecting the daily "Good, Good Neighbor" portion of program.

Overseas Schedule

THE NBC *Our Foreign Policy* University of the Air public service series will originate from Paris on Nov. 3, at the United Nations Labor Organizations Conference and will feature labor delegates from allied countries. Broadcast will be from London on following three Saturdays, featuring discussions by delegates to United Nations Education, Science and Cultural Organizations Conference.

STUDENT editors of high school newspapers are featured in panel discussions of current topics broadcast on Mutual's Saturday morning "Rainbow House" broadcasts starting Nov. 3.



Texarkana's only radio outlet, delivering a primary coverage to 239,330 people in the 4 States Area.

Resources — Agriculture, livestock production and marketing, railroads, 52 industrial plants, adequate retail and wholesale markets, and a vast supply of high quality natural gas from nearby oil fields for industrial and domestic uses.

For information and availabilities, write or wire Frank O. Myers, Manager KCMC, Texarkana, U. S. A.

HOPE, FIBBER McGEE LEAD HOOPER LIST

BOB HOPE and *Fibber McGee and Molly* are tied for first place as the most popular evening network commercial program, according to the Oct. 30 report of C. E. Hooper Inc., which gives each of these programs a rating of 27.6.

Jack Benny is third with 22.1, Fred Allen fourth with 20.5 and *Charlie McCarthy* and *Radio Theater* are tied for fifth with 20.3.

Remainder of the first 15 programs are: *Mr. District Attorney*, 19.2; Walter Winchell, 18.9; Hildegarde, 18.5; *Screen Guild Players*, 16.9; *Take It or Leave It*, 16.5; *Amos 'n' Andy*, 16.4; Eddie Cantor, 16.0; Jack Haley, 15.9; *Great Gildersleeve*, 15.9.

Average evening audience rating is 9.0, up 0.1 from the Oct. 15 report and the same as the report for Oct. 30, 1944. Average evening sets-in-use is 28.1, down 0.4 from the last report, down 1.5 from a year ago. Average available audience is 77.6, up 0.2 from the last report and the same as a year ago.

Radio Theater had the highest sponsor identification index, 88.1. Fannie Brice had the most listeners per set, 3.11. *Saturday Night Serenade* had the most women listeners per set, 1.66; Janeiro-Guido boxing bout the most men per set, 1.20; *Lone Ranger* the most children per set, .98.

L. K. Marshall Is Chosen Belmont Corp. President

LAURENCE K. MARSHALL, president of Raytheon Manufacturing Co., has been elected president of Belmont Radio Corp., Raytheon subsidiary.

Other new Belmont officers include Harold C. Mattes, executive vice-president; Charles M. Hofman, vice-president in charge of sales; Carl J. Hollatz, vice-president in charge of receiving tube division; William L. Dunn, vice-president in charge of engineering and research; John Robertson, treasurer and assistant secretary; Donald L. Trouant, secretary.

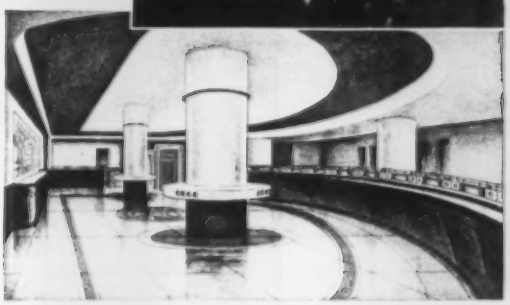
Parnel S. Billings, former Belmont president, has resigned as president and director of Belmont and as director of Raytheon.

WMAL's Spot-Free Hour

FOLLOWING the station trend away from spot announcements, WMAL Washington American station, has cancelled all spots from 6 to 7 p.m. daily. Scheduled for that hour are: Kenneth Evans newscast, 6-6:05 for Senate Beer; Martin Agronsky commentary, 6:05-6:10 for Blechman Clothing Store; *Sincerely Kenny Baker*, transcribed songs, 6:10-6:25, for Kopy Kat Stores; Jimmy Gibbons sportscast, 6:25-6:30 for Arrow Beer; Earl Godwin commentary, 6:30-6:45 for S. Kanns Sons & Co. Store; *Singin' Sam*, transcribed songs, 6:45-7 for Prior Beer. All are local sponsors.

Fifty Percent More Bank Depositors...

Mr. E. N. Batchelor, President of Jefferson Trust and Savings Bank—"Illinois' most modern bank."



During 3 Years on WMBD

Just a little less than three years ago, the Jefferson Trust and Savings Bank began their quarter-hour daily morning news program . . . to acquaint people in Peoriarea with the benefits of this friendly, modern bank and to invite their patronage.

Immediate response resulted. Today, fully fifty percent more depositors regularly bank at the Jefferson Trust . . . deposits have **more** than doubled. To handle the increase, the bank finds it necessary to again enlarge its facilities . . . extensive building expansion is now under way.

Mr. Batchelor, President, says: "We make hundreds of investments to help expand other businesses . . . but probably the **best** investment we have made is the one for ourselves—in WMBD.

FREE & PETERS, INC.
National
Representatives

WMBD
Member CBS

PEORIAREA
Pop.614,200

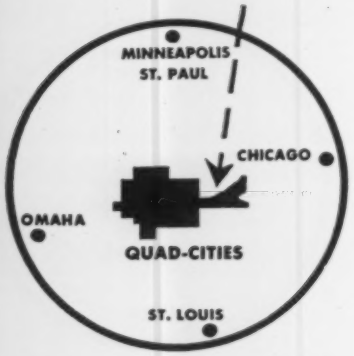
Phillips 66

Phillips 66

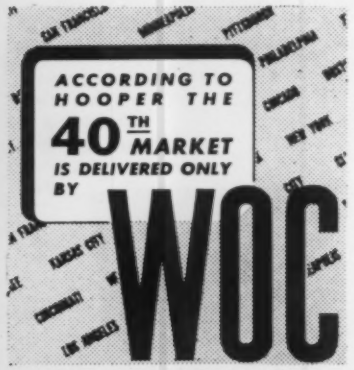
BUYS WOC for the 40TH MARKET

QUAD Cities

(DAVENPORT, ROCK ISLAND MOLINE, E. MOLINE)



Since 1943, Hooper and Conlan surveys have shown that only WOC delivers the Quad-Cities — the largest metropolitan area between Chicago and Omaha; and between Minneapolis and St. Louis. It's the 40th retail market in the nation, with approximately 218,000 population.



B. J. PALMER, President

BURYL LOTTRIDGE, Manager

BASIC AMERICAN NETWORK

5000 WATTS—1420 Kc.

FREE & PETERS, INC., National Representatives

PROMOTION

Promotion Personnel

CECIL K. CARMICHAEL, on military leave from NBC since June 1943, has rejoined the network's advertising and promotion department to handle special assignments. Shifting to NBC in April 1942 from WLW Cincinnati, where he had been assistant to the vice-president in charge of broadcasting, Carmichael was in audience promotion division of the advertising and promotion departments at time of his enlistment.

IRA Y. HECHT Jr., previously director of Drew U. press bureau at Madison, N. J., has been appointed publicity director of WAAT Newark.

IRENE KUHN, NBC assistant director of information, has returned from flying trip around the world and was honor guest Oct. 31 at luncheon given by NBC at Waldorf-Astoria.

CLARK GEORGE, with discharge from Navy as lieutenant after approximately four years service, has rejoined CBS Hollywood press information staff.

LT. JAMES E. DONNELLY Jr., formerly of the NBC press department photographic division, has been awarded the Legion of Merit for "exceptionally meritorious conduct" in Antilles Dept. of Caribbean Division Command.

THOMAS LYMAN, on terminal leave as AAF captain, and formerly with NBC's guest relations department, has rejoined the network as assistant to **WILLIAM SETH Jr.**, advertising and promotion manager of NBC's radio recording division.

DONALD LOGAN, former publicity director of KROW Oakland, Cal., and prior to that radio editor of Oakland Post-Inquirer, has joined American western division press department. He replaces **JOEL MURCOTT** who resigned to freelance as radio script writer.

WALT FRAMER has resigned as publicity director of WAAT Newark to devote full time to freelance radio production work in New York and Hollywood. He currently is writing "Try and Find Me" series on CBS.

JOHN CONRAD SARBER, former member of public relations and promotion staff of KWK St. Louis, has been released from the Army after nearly five years service.

ROBERT N. PRYOR, public relations director for WCAU Philadelphia, has been appointed Pennsylvania state radio chairman of War Activities Committee of the motion pictures industries Victory Loan Drive.

ANN McCRANE, secretary to **DAVE GOLDEN**, WPAT Paterson publicity director, has been appointed radio columnist for the Passaic (N. J.) Valley Examiner. Column will deal with radio news in metropolitan area.

MIRIAM McGRATH, former member of program department of WTOP Washington, has been appointed promotion manager of WGBS Miami, Fla. **EDDIE BEALS** has been named assistant promotion manager.

TOM DYER, member of promotion department of KRNT Des Moines, has returned to station after three and a half years overseas in armed forces.

Nylons

ARMOUR & Co., Chicago (Chiffon soap flakes), begins a contest Nov. 15 through Dec. 15 on all stations now carrying its spots [BROADCASTING, Oct. 22]. Contestants are to send box top with 25-word-or-less answer to "Why I'll keep on with Chiffon flakes". First thousand winners each will receive six pairs of nylon hose. Agency is Foote, Cone & Belding, Chicago.

Family Health Chart

CHART of family needs is being distributed by CBC Toronto to all Canadian listeners. Prepared for the CBC by the National Committee for Mental Hygiene (Canada), chart sums up basic requirements of a Canadian home for happy family living, physically, mentally, socially and emotionally. Chart is distributed in connection with new series of talks on family life heard weekly during the winter months on CBC networks.

Vaudeville

SHEFFIELD FARMS quiz show, "Guess Who" on WOR New York, will go into Loew's State Theater, New York, Nov. 3 for one week as a vaudeville attraction. Complete show will be staged several times daily with contestants chosen from audience. Regular Saturday broadcasts will originate from theater Nov. 10. Total of $2,000 in cash prizes will be given away to participants during eight days at theater. N. W. Ayer & Son, New York, is agency.

Farm Schedule

FARM PROGRAMS for the winter season are featured in a new CBC brochure "The Farmer Feeds the World," illustrated with the part the Canadian farmer plays in feeding the nations of the world. The folder lists all farm programs, national farm forum discussion broadcasts and other farm broadcast services of the CBC.

Debnam Report

SIXTEEN-PAGE brochure has been prepared by WPTF Raleigh, N. C., relating story of W. E. Debnam's three-month overseas trip to interview North Carolina and Virginia servicemen. Copy follows actual broadcasts made from overseas and is illustrated with corresponding War Dept. photos. Title of booklet is "This Is Debnam".

CAB Booklet

COOPERATIVE ANALYSIS of BROADCASTING has issued a handbook for members giving "The purpose, history, workings, and aims" of the CAB, according to foreword. Book also tells what the CAB is, how it works, what it costs, what reports are issued, and how to use them.

WBIR Map

NEW FIELD intensity map has been prepared by WBIR Knoxville in form of a market-data file, giving county-by-county breakdown of population and radio homes for both primary and secondary areas. Breakdown of retail sales and effective buying income is included, along with data on Knoxville.

Food Statistics

POPULATION statistics and grocery store data for greater New York are contained in a 40-page booklet, "Grocery Manufacturing Facts", published by Paul Sayres Co., New York food brokers.

Photographs

POSTCARDS carrying pictures of Pfc. Silvestre S. Herrera, Arizona's only living holder of Congressional Medal of Honor, and his family are being offered listeners to "Spanish Hour" on KOY Phoenix.

Utility Pad

UTILITY pad of lamb's wool for polishing silver, metal, shoes, glass, etc., is being distributed in promotion folder of WIBW Topeka, Kans., with copy theme of "To Polish up your Kansas selling methods hire WIBW."

KSD Program Booklets

INDEXED BOOKLETS listing programs of KSD St. Louis have been prepared for distribution in St. Louis and St. Louis County. Approximately 250,000 will be distributed from door to door and 10,000 will be sent out by mail

KMOX Folder

KMOX, CBS owned and operated station in St. Louis, has issued "Ratings Speak for Themselves", folder referring to high standing given station by Hooper and other surveys.

Magazine Article

ARTICLE on "Rural Radio", relating story of CKNX Wingham, Ont., is presented in November issue of New World, Canadian national picture magazine.

Short Story

FOLDER titled "Short Story for Timebuyers", relating special features of Radio Sales, spot broadcasting division of CBS, has been prepared by the network.

WELCOME back to WRC Washington post of sales promotion manager extended to James Seiler (r) by Carleton D. Smith (c), WRC general manager. Albert V. (Bud) Cole (l), shift from WRC sales promotion assignment to NBC television promotion department in New York. Seiler recently was released from Navy as lieutenant commander. Cole is ex-Pacific AAF veteran.

BBC Explains

REDUNDANCY was given by BBC as explanation of its deletion of a passage from President Truman's foreign policy speech in its home service program last week. Point 4 of the speech expressed belief that "all peoples" prepared for self government should be permitted to choose their own form of government. BBC explained that the whole speech was scaled down to fit the broadcast time allotted for the news report and said the following part was deleted because President Truman's preceding use of the words "all peoples" made it redundant: "This is true in Europe, in Asia and in Africa as well as in the Western Hemisphere." Omitted portion could have applied to India, Burma, Malaya, etc.

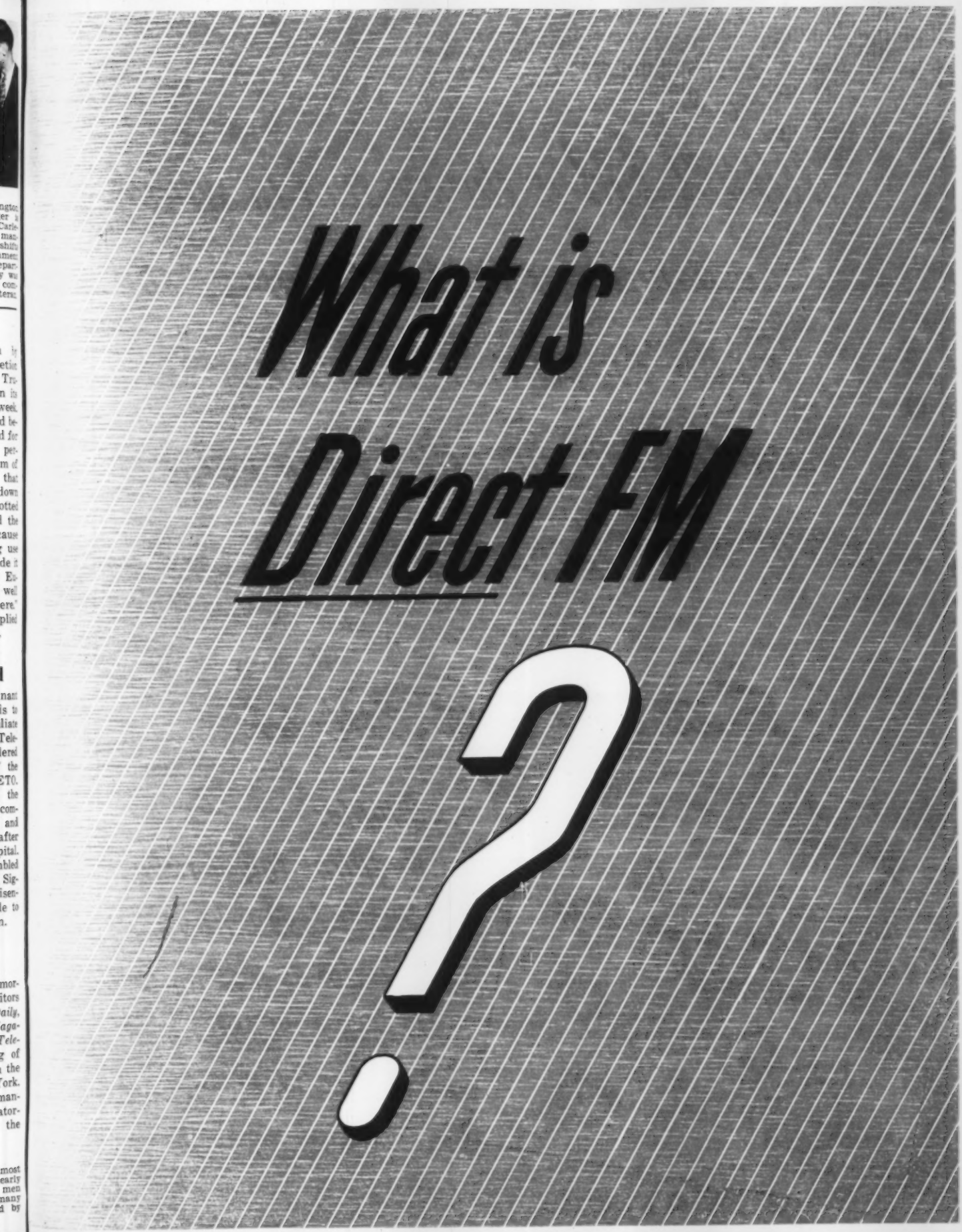
French Firm Cited

THE ARMY-NAVY "E" pennant was awarded Oct. 29 in Paris to Les Laboratories, L. M. T., affiliate of International Telephone & Telegraph Corp., for services rendered to the U. S. Army, office of the Chief Signal Officer, in the ETO. The Laboratories provided the U. S. Army with telegraphic communications between Paris and Normandy within two days after liberation of the French capital. They also designed and assembled the 60 kw mobile radio station Sigcircus, with which General Eisenhower's headquarters was able to keep in touch with Washington.

TV Discussions

"TELEVISION Today and Tomorrow" will be discussed by editors Frank Burke of *Television Daily*, Fred Keugel of *Television Magazine* and Irwin Shane of *The Televiser*, at the Nov. 8 meeting of American Television Society in the Barbazon-Plaza Hotel, New York. Bert Taylor, transmitter sales manager, Allen B. DuMont Laboratories, will act as chairman of the meeting.

WOMEN announcers in Britain almost equal men in number. BBC has nearly as many women announcers as men and fan mail to the women in many cases is as great as that received by movie stars.

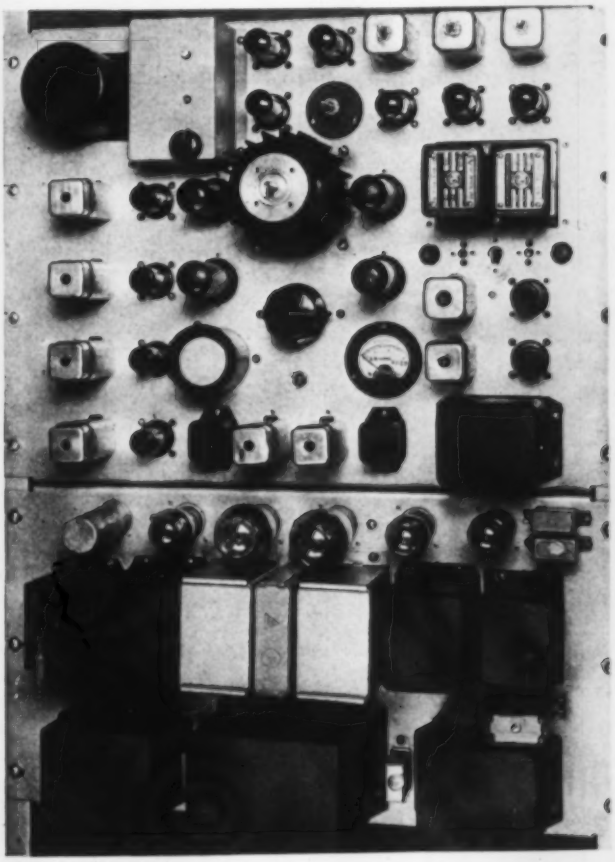

What is
Direct FM
?

Direct FM is the system in which the oscillator that determines the "mean" or "carrier" frequency is modulated directly by the voice or audio frequency

Such a system is

...Simpler
...Requires fewer tubes
...Needs less adjusting
...Introduces less distortion
...Is less susceptible to noise interference

Direct FM plus a new frequency-control circuit of unique design is used in the exciter unit of the new RCA FM Transmitters



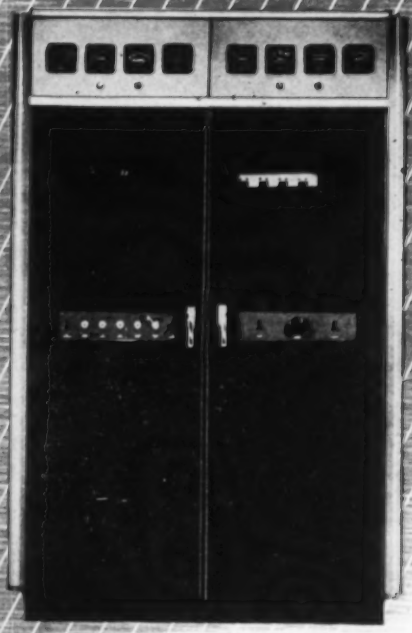
● In the new RCA FM Exciter Unit, the "carrier" frequency is generated by an oscillator operating at medium frequency. A special modulator circuit is used to vary the frequency of this oscillator in accordance with the voice or audio frequency. Thus frequency modulation is accomplished directly—without the necessity of proceeding through numerous multiplier and converter stages, each of which unavoidably adds its contribution to noise and distortion products. This system, developed by RCA Engineers, is simpler, surer, and provides better performance. We call it DIRECT FM!

Carrier-frequency stability in this new exciter is maintained by a unique "watchdog" circuit. This circuit constantly compares the output signal with a standard frequency generated by a precision-ground, temperature-controlled, quartz-crystal oscillator. Any difference between these frequencies causes a two-phase motor to start turning. A frequency-compensating condenser (connected across the oscillator) is mounted directly on the shaft of this motor. The motor turns until the condenser reaches a position where the carrier frequency is exactly synchronized with the standard frequency. Thus the transmitted frequency is maintained with the same precision as that of the crystal.

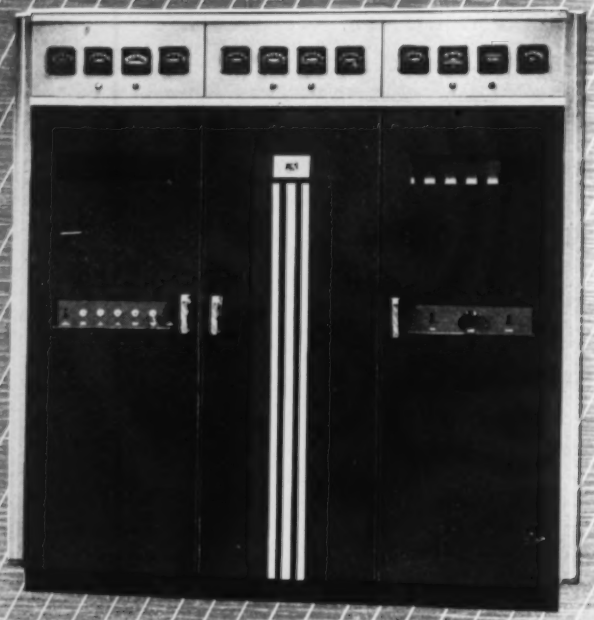
Fewer circuits and fewer components are used in this new exciter than in any developed to date. The motor-condenser drive is direct; there are no gears. The motor operates in a fraction of a second, holds the carrier frequency in exact synchronization with the crystal. Only the crystal is heat-controlled. Only 16 tubes are used (about half as many as in some exciters). All components are mounted on a single vertical panel and are easily accessible. An oscilloscope for checking circuits is built in.

Because it is simpler and more straightforward in design than any previous type, this new exciter is more dependable, requires less maintenance. **The over-all distortion is less than 1% from 30 to 15,000 cycles. The frequency stability is equal to that of the crystal itself.**

The new
RCA 250-Watt
FM Transmitter—
Type BTF-250



The new
RCA 1-KW
FM Transmitter—
Type BTF-1



The new RCA
3-KW FM Transmitter—
Type BTF-3

MAIL THIS COUPON *for details about this important New RCA Line of FM Transmitters with the* **GROUNDED GRID!**

Broadcast Equipment Section
RCA, Camden, N. J.

Please send me full information about your new RCA FM Transmitters with the new *Grounded Grid.*

Name.....

Title.....

Company.....

Street Address.....

City and State.....

97-6136-173

RADIO CORPORATION OF AMERICA

RCA VICTOR DIVISION · CAMDEN, N. J.

In Canada, RCA VICTOR COMPANY LIMITED, Montreal

ALL TORONTO station managers showed up for the opening session of the Toronto Radio Executives Club. They are (l to r): Ernie Bushnell, program chief, and Austin Weir, commercial manager, CBL and CJBC; Jack Cooke, owner, CKEY; Harry E. Foster, agency executive, club president; Al Leary, manager, CHUM; Lloyd Moore, manager, CFRB.

War Veterans Staff CBC's Shortwave International Service at Montreal

WAR VETERANS make up most of the staff of the new Canadian Broadcasting Corp. International Service, headquartered at Montreal, for operation of the Canadian shortwave service.

The news staff is headed by Jim Crandall, of British UP, Montreal, discharged from RCAF. Macdougall K. Henderson, also from RCAF and Al Christopher, of the Canadian Army are also on the news staff.

Reg Meek, RCAF, is in charge of the Latin-American section. Rene Garneau, Canadian Army, is in charge of the French section, with Gerry Arthur, CBC Overseas Unit, as chief producer. Jean Marie Marcotte, British Army political intelligence, is also with the French section. Material for French-Canadian soldiers still overseas comes from Paul Barette, CBC war correspondent, and Bob Hainault, who was a war prisoner. Budd Lynch, formerly of CKLW Windsor, with the AEFP network in Europe and BBC in London, is producing programs for the Canadian occupation forces in Germany, as are Larry Henderson, Royal Canadian Army Signal Corps; Hollis McCurdy, RCAF; and George Powell, Canadian Army signals officer.

Mavor Moore, Canadian Army Intelligence, and George Robertson, formerly with CKCK and CKRM Regina, and CKY Winnipeg, RCAF radar technician, are in the United Kingdom section of the CBC International Service.

Jim Baribeau, Canadian Tank Corps, and Dave Gillies, RCAF technician, are control room operators. Max Mosher and Murray Ferguson, RAF Ferry Command, are also on the operating staff.

Bill Grant, a former RCAF radio technician, is supervisor-engineer of the CBC shortwave transmitter at Sackville, N. B. Paul Johnson, assistant engineer at Sackville, was CBC war correspondent-engineer.

Romain Pelletier, Canadian Army, is record librarian at Montreal CBC International Service, and his assistant is Mireille Beullac, Women's Royal Canadian Naval Service.

CBC Employes Meet

FIFTH ANNUAL meeting of the national staff council of the employes of the Canadian Broadcasting Corp. was held at Ottawa last week, to discuss more functional representation of employe groupings, status of temporary wartime employes, review of job analysis and commercial fees payments, and professional improvements of CBC employes. C. R. Delafield, supervisor of religious and institutional broadcasts, Toronto, presided as national chairman.

Canadian Ratings

CANADIAN PROGRAMS lead in national daytime popularity for October, according to the latest ratings report of Elliott-Haynes Ltd., Toronto. *Soldier's Wife* is leading program with rating of 18.1, followed by *Happy Gang* with rating of 15.9. In third place is *Big Sister* (American origination), followed by *Claire Wallace* and *Lucy Linton*, for the five leading English language programs. French language October daytime ratings place *Jeunesse Doree* at the top with rating of 29.3, followed by *Quelles Nouvelles, Les Joyeux Troubadours, La Rue Principale*, and *La Metaire Rancourt*.

Enters Cabinet Field

DURAMOLD Division of Fairchild Engine & Airplane Corp. has entered the radio cabinet field and has received "substantial" orders from Emerson Radio & Phonograph Corp., New York, and Majestic Radio & Television Corp., St. Charles, Ill., company has reported.

British Radio Expansion

BRITISH Board of Trade has granted licenses to 70 radio manufacturers in Great Britain. The industry plans on building a million sets during the next year, with 400,000 sets going into the export market. Although there are shortages of cabinet wood supplies, according to industry representatives, plastics are plentiful. Plans do not call for television sets at present. The expansion represents about 70% of the pre-war civilian radio manufacturing schedule.

"I just love to listen to WJW—the mystery shows are so spooky."

If it's a GRAVE question of selecting a LIVE station . . . here's the answer. In Cleveland . . . the 7th largest . . . 5th richest . . . 3rd most densely populated area in the United States, is an audience that spends more than a billion dollars annually.

In Cleveland . . . Monday thru Friday, WJW delivers more morning dialers per dollar . . . up to 20% more on a money basis than any other station.

BASIC ABC Network CLEVELAND, O.

WJW

850 KC 5000 Watts DAY AND NIGHT

REPRESENTED NATIONALLY BY HEADLEY-REED COMPANY

1 CHOICE IN CHATTANOOGA IS

WDOD

20th YEAR

CBS

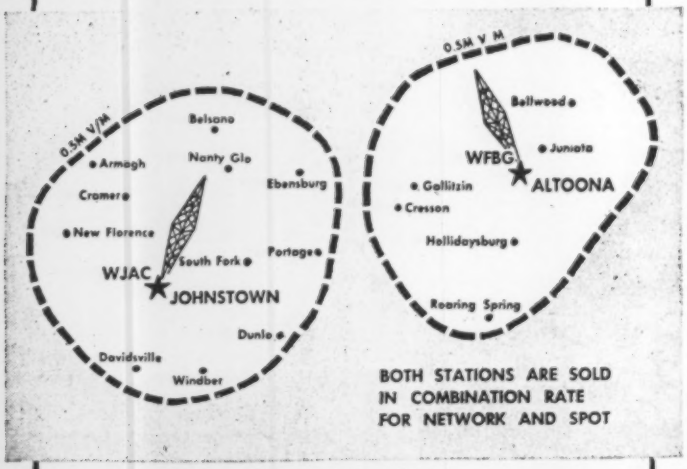
5,000 WATTS DAY AND NIGHT

PAUL H. RAYMER COMPANY NATIONAL REPRESENTATIVES

first IN (1) AUDIENCE (2) PUBLIC SERVICE (3) RESULTS

WJAC
JOHNSTOWN
NBC
WFBG
ALTOONA

These Two Stations Provide the Only Full Coverage of This Rich Pennsylvania Area



BOTH STATIONS ARE SOLD IN COMBINATION RATE FOR NETWORK AND SPOT

National Representatives
HEADLEY-REED COMPANY
New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles

IN BOSTON IT'S

WHDH

850 on Your Radio Dial

5000 WATTS
DAY AND NIGHT

NATIONALLY REPRESENTED BY ADAM J. YOUNG, JR., INC.

Two Regional Nets and 13 Independents Broadcasting News From Washington

WASHINGTON is becoming a news center for radio, with two regional networks and 13 independent stations broadcasting special copy from the Nation's Capital. Of these, four stations have direct pickups while the others use transcriptions cut in Washington and overhead wire coverage, augmenting regular news wire services.

WLW Cincinnati, WHAS Louisville, WJZ WINS WOV New York, WITH Baltimore, KIRO Seattle, WGBF WEOA Evansville, WBOW Terre Haute, WIBC WIRE Indianapolis, WJW Cleveland, the Yankee Network and West Virginia Network have their own correspondents and newscasters in Washington.

Gilbert Kingsbury, as chief of the WLW Washington news bureau, rounds up copy for daily newscasts which are handed by Leif Eid, WRC Washington news commentator. WLW uses line facilities of WRC and NBC.

Daily Spot for WLW

A five-minute spot originates daily except Sunday for the Cincinnati station, with a quarter-hour program at 6 p.m. Saturdays, all sponsored. The Studebaker Corp. sponsors the Monday, Wednesday and Friday, 6:25-6:30 p.m. spots. On Tuesday and Thursday the Block Co., Jersey City, sponsors the newscast on behalf of Polident and on Saturday W. F. Young Inc., Springfield, Mass., has the spot for Absorbine Jr. The 6 p.m. quarter-hour period, a program devoted to war veterans, is sponsored by the Philip Carey Co., Cincinnati, roofing manufacturers.

WHAS airs a daily quarter-hour at 6:30 p.m. for the Frank Fehr Brewing Co., Louisville, with Carey Longmire handling the news. On Monday, Wednesday and Friday Wilfred Fleischer does a 4-minute spot during the period. Facilities of WTOP and CBS are used to pipe the program from Washington.

WJZ New York, key outlet of American, features Jack Beall in a 10-minute newscast at 11:05 p.m. Sundays, sponsored by the Kingston Watch Co.

WITH airs two direct broadcasts daily from Washington. At 3:30 p.m., daily except Sunday, Ian Ross MacFarlane, station's staffer, does a 15-minute commentary, sponsored by Free State Brewery, Baltimore. Richard Eaton, Washington commentator, does a commentary at 6:30 p.m. daily, sponsored by the Hub, Baltimore clothiers. Both broadcasts are handled through facilities of WWDC Washington.

Mr. Eaton also does a half-hour transcribed program, *Meet Your Congressmen*, a public service feature, for WINS New York. On the show he interviews various Congressmen on questions submitted by listeners to WINS.

WOV New York broadcasts the commentaries of Tom Morgan, who spends most of his time in Washington rounding up news.

KIRO Seattle airs *Washington Reports* at 5:30 p.m., Monday through Friday, with repeats at 10:30 p.m., Monday, Wednesday and Friday, as well as transcribed interviews with Washington state personalities in the Nation's Capital. Rudolph Block, KIRO correspondent, files copy by wire for the daily newscast, a public service feature. He also conducts the transcribed interviews.

Evansville Schedule

WGBF Evansville broadcasts Washington news at 6 p.m. Monday, Wednesday and Friday, with its sister station, WEOA, carrying capital copy at 12 noon Tuesday and Thursday, sponsored by the Evansville Ice Co. Jean Ferris, Washington correspondent for the Evansville stations, also provides copy for a 6 p.m. spot on WBOW Terre Haute, Monday through Friday.

Miss Ferris recently acquired a wire recorder and is making preliminary tests preparatory to providing her station clientele with interviews featuring Hoosiers in Washington.

WIBC Indianapolis presents a 15-minute transcribed commentary *Washington Calls* by Mark Thistlewaite, capital correspondent of the *Indianapolis News*, owner of WIBC.

WIRE Indianapolis includes special Washington bulletins, telegraphed by Marjorie Binford Woods of Washington Reporters Inc.

Washington Reporters also feeds 800 words daily to WJW Cleveland, for inclusion in locally-originated newscasts, and 3,000 words daily to the Yankee Network. Special leased wires are used to transmit copy to Yankee and WJW. Washington Reporters formerly was Yankee News Bureau.

Four stations comprising the West Virginia Network—WCHS Charleston, WPAR Parkersburg, WBLK Clarksburg and WSAZ Huntington—carry the transcribed *Washington Reports* at 6:15 p.m. Sunday, with Ray Henle and Malvina Stephenson providing the voices as well as reporting. The newscast, one of the first to be handled by a regular Washington news bureau of an independent station, is sponsored locally on each of the four outlets.

10th Anniversary

GENERAL ELECTRIC Co.'s *Hour of Charm* program on NBC celebrated its 10th year on radio for the same sponsor on Nov. 4. Program is heard Sundays with Phil Spitalny and the all-girl orchestra. Agencies are BBDO, New York, and Foster & Davies, Cleveland.

In medieval times discriminating knights journeyed to Toledo, Spain, to obtain hand-wrought blades of steel.

Only the famed guildsmen of Toledo could produce the flawless metal from which they fashioned graceful foils and swords of sleek beauty.

For hundreds of years these proud guildsmen stamped their guild marks or signatures on their creations.

A few firms today still preserve that spirit of craftsmanship. You find it in the plants of Detrola Radio. That is why the "guild mark" of Detrola Radio on a radio receiver, record changer or other electronic instrument is a guarantee of production quality. The world's finest merchants, and their customers recognize the value of this mark.

DIVISION OF INTERNATIONAL DETROLA CORPORATION DETROIT 9, MICHIGAN

BUFFALO'S GREATEST REGIONAL COVERAGE

WGR

550 K.C.

BUFFALO'S AMERICAN BROADCASTING COMPANY STATION

5000 WATTS BY DAY
1000 WATTS BY NIGHT

BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative: FREE & PETERS, INC

RADIO WINS ACCLAIM FOR U. S. MUSICIANS

RADIO is credited by Eddy Brown, concert violinist and director of live music of WLIB New York, with securing acceptance of American composers on an equal footing with Europeans. "But," he says, "radio must not stop" offering incentive to American musical artists.

"Through the medium of radio," he declared, "millions of listeners are becoming more acquainted with the American artists of today. We are now learning to appreciate them. But radio must not stop this unearthing of potential greatness. There must be more and more auditions, and more young American artists must receive the opportunity to become widely known in the field of music. It may be dramatic to compel a great composer or artist to suffer through many years of obscurity, but it is not necessary."

Mr. Brown conducts the WLIB String Ensemble heard Monday, Wednesday and Friday at 1:30 p.m. and gives a recital over WLIB Sundays at 2:45 p.m.

CAREER of Philo T. Farnsworth, TV pioneer, was dramatized Oct. 26 on "Freedom of Opportunity", sponsored by Mutual Benefit Health & Accident Assn. on Mutual.

GAVEL for the Radio Pioneers' Party to be held Nov. 8 at Hotel Commodore, New York, is presented by Louis G. Pacent (left), general chairman of the party, to Dr. William L. Everitt, president of the Institute of Radio Engineers who will be m.c. Party, arranged in cooperation with the New York Section of IRE, will honor engineers who were active in radio research and development in the 25 years dating from the discovery of wireless in late 90's.

Radio Letter Contest

SALUTING 25th anniversary of broadcasting industry, Hollywood Citizen-News, local newspaper, is staging Victory Bond contest for most constructive letters of 250 words or less on "How Can Radio Best Serve the Public".

WBIX TRANSMITTER, STUDIOS FLOODED

"COME HELL or high water," WBIX Chief Engineer John T. Dowdell has announced the station's building in Utica, N. Y. will soon add a second floor. Reason is that when the Mohawk River overflowed in early October, over two feet of water flowed into the transmitter building.

Because of a flood two and half years ago, all transmitter equipment was raised on special platforms—two feet from the floor. Platform was just barely high enough. Now a second floor will be added.

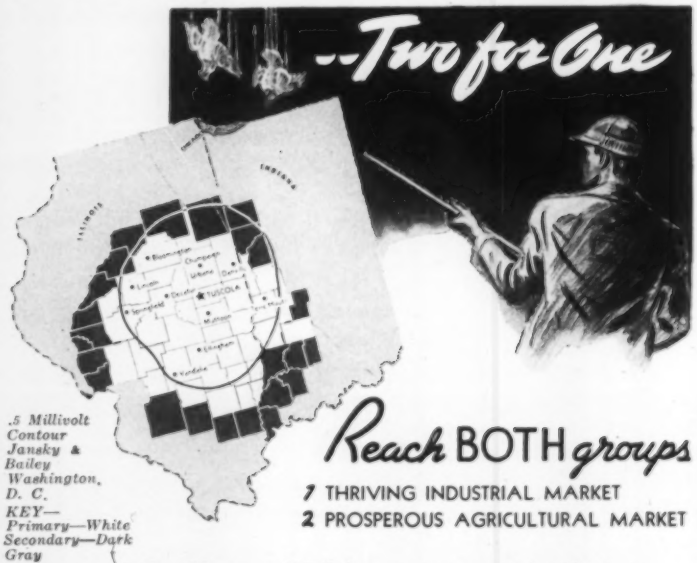
Everett Radley, engineer on duty at the time of the latest flood, sent out an SOS for water pumps which were brought in by rowboats. WIBX stayed on the air throughout the time, with the exception of six minutes lost when telephone cables sprang a leak while underwater. Engineers made overhead connections to the transmitter amplifier.

IIS Hollywood Closes

RADIO division of International Information Service (formerly Los Angeles OWI overseas bureau), Hollywood, will close effective Nov. 16 according to Jack Price, chief of that division. Opened in October 1942 to obtain special events programs and messages from personalities in the area, more than 120 broadcasts have been transcribed for overseas. Closing of division does not affect French radio project of IIS office.

Walkie-Talkie Used

FIRST POSTWAR civilian application of B-48 walkie-talkie, originally manufactured by Emerson Radio and Phonograph Corp., New York, for the British Army, was demonstrated in New York on Navy Day by special officers, assisted by Port of New York Authority employes, on George Washington Bridge to direct traffic. The FCC issued a special one-day permit to Port Authority for use of frequency band assigned to this type of portable receiver-transmitter, and Emerson provided and serviced sets used.


--Two for One
Reach BOTH groups
1 THRIVING INDUSTRIAL MARKET
2 PROSPEROUS AGRICULTURAL MARKET
.5 Millivolt Contour Jansky & Bailey Washington, D. C.
KEY—Primary—White Secondary—Dark Gray

For 25 years WDZ has programmed for the two major groups of people comprising this vast Central Illinois market—1,828,626 of them. They have money to spend. And the confidence they have in WDZ means volume sales for WDZ-advertised products. Your share is waiting.

NEW WDZ BROCHURE Now Ready

Solid facts about the WDZ market, boiled to essentials. A copy is yours for the asking.

HOWARD H. WILSON COMPANY, *Representatives*

1050 KILOCYCLES WDZ 1000 WATTS
TUSCOLA, ILLINOIS
"The Regional Station"

"Goody! WFDF Flint says they've lowered discharge points again."

America Leads in Talent Scouting, Miller Tells Ad Club at Radio Luncheon

AMERICA has done more about scouting for radio talent than have the countries of Europe, in the opinion of Justin Miller, president of the National Association of Broadcasters.

Mr. Miller spoke on his impressions during his recent visit to Europe with the Broadcasting Mission before the Advertising Club of Washington at a luncheon Oct. 30 in connection with Radio Week, Nov. 4-10.

He pointed out that there was considerable astonishment among the radio people in France who were conducting the tour when he asked about new talent. Executives who were members of the group seemed to have differing opinions on talent scouting, he said, but it was his impression that this country is far ahead of others in this respect.

The NAB president said the British radio facilities were good, those in France very poor, the station at Luxembourg was good and the station at Vatican City was interesting because it was set up by Marconi. The best equipment, he said, was being used by the AFN. He spoke at some length on conditions generally in Europe, compared France's starving children with the healthy British boys and girls, saw no doubt that Germany recognizes its defeat and praised Gen. Eisenhower for his grasp of the situation confronting the victorious Allies.

Mr. Milller was introduced by Carlton Smith, general manager of WRC Washington, and paid tribute to another guest, Rep. Clarence F. Lea (D.-Calif.) as a friend of 50 years standing. Other prominent radio leaders were guests at the luncheon and were introduced by Carl J. Burkland, general manager of WTOP Washington.

RADIO MARINE CORP. OF AMERICA has reopened its radiotelegraph coastal station at Chatham, Mass. Used by the Navy during the war, station handles public messages to and from ships at sea. Call letters are WCC and WIM.

NAB PRESIDENT Justin Miller (r) talks with interest to his freind of 50 years standing, Rep. Clarence F. Lea (D.-Calif.), during the Advertising Club of Washington luncheon last week.

Firsts

(*Continued from page 15*)

and relief broadcasts which generally were accredited with reducing losses.

1939 (May 9)—Pres. Roosevelt in first transcribed address under Government auspices described radio as "free as the press" except for such controls as are necessary to prevent complete confusion on the air.

1939 (Aug.-Sept.)—Networks cover war crisis through correspondents in Europe's capitals heard at frequent intervals; first declaration of war ever heard by radio carried on networks as Prime Minister Chamberlain of Great Britain replies to Hitler. Canada's declaration of war leads to censorship of Canadian radio but slight interference with commercial operation.

1940 (June 19)—Republican National Convention adopts "freedom of radio" plank in its Presidential campaign platform. Similar action taken (July 10) by Democratic Convention.

1941 (Dec. 7)—Radio brings first news of Jap attack on Pearl Harbor. Broadcasting goes on immediate war footing, moves taken to prevent sabotage. Fifty thousand amateurs shut down in FCC order.

1943 (Sept. 8)—Italy's unconditional surrender gives radio its biggest news assignment of the war, when Gen. Dwight D. Eisenhower announced the event by radio.

1944 (June 6)—History's mightiest military operation—invasion of France by Gen. Eisenhower's forces—found radio primed for its greatest spot news "documentary" coverage in its history. Simultaneously, AEF inaugurated a broadcasting service on the continent to all allied troops.

1944 (Oct. 22)—Radio scores new triumph in split-second war coverage of MacArthur's return to Philippines. Radio ship set up in Pacific theatre to relay press and radio traffic.

1945 (May 7)—American radio brings story of total victory in Europe as Germany collapses. Most elaborate network-station "pooling" schedule of war set up to bring news.

1945 (Aug. 10)—Radio flashes Jap surrender offer. Brief bulletins from Jap radio are picked up and rebroadcast by all American networks and stations ahead of official V-J Day.

1945 (Nov. 5)—Entire nation begins tribute to radio's first quarter century of service in observance of National Radio Week.

WSLI
JACKSON
MISSISSIPPI

Darling, Mississippi

This is a fine little town in the Delta, but dear to the heart of the advertiser are the advertising results gained in JACKSON—center of Mississippi's Billion Dollar market, where business has increased 95 per cent since 1940!

WSLI—the "Double-Return" station, offers you maximum coverage of this market—at less cost!

BLUE NETWORK
WEED & COMPANY
NATIONAL REPRESENTATIVES

. . . and another reason why

WTAG PRODUCTIONS ARE ALWAYS IN THE LIMELIGHT

Successful, big time local programs, comparable in every respect to network shows, help to make WTAG Central New England's Number One Station.

This program leadership is consistently reflected in Hooper Ratings which show an overwhelming preference for this station over all others heard in the area. Night time network ratings are typical and conclusive. A Hooper survey, December '44 to April '45, gives WTAG the highest rating in the first 28 of 30 leading programs. And in the next ten WTAG leads in seven. You really pack them in with WTAG.

PAUL H. RAYMER CO. *National Sales Representatives*
WTAG WTAG-FM WORCESTER
OWNED AND OPERATED BY THE WORCESTER TELEGRAM-GAZETTE
BASIC CBS
580 KC
5000 Watts

COLUMBIA NETWORK
WKBW
1520 K.C.
BUFFALO'S
50,000
WATT
STATION
DAY and NIGHT
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO, NEW YORK
National Representative: FREE & PETERS, INC.

WFBR, *Baltimore*
WTMJ, *Milwaukee*
WTAR, *Norfolk*
KDYL *Salt Lake City*

Wildroot Cream Oil Tonic

GEORGE E. HALLEY
TEXAS RANGERS LIBRARY
HOTEL PICKWICK, KANSAS CITY 6, MO.
AN ARTHUR B. CHURCH PRODUCTION

Radar

(*Continued from page 18*)

within one or more of the bands allocated for such equipment.

In his statement before the Senate subcommittee Chairman Porter said radar manufacture for peacetime use may be delayed "for months or even for years, while the patent tangle is being straightened out". He added the "patent situation in radar is said to be so complicated that no company on earth can today safely proceed to manufacture radar with any confidence that it will be immune from suits for infringement."

He suggested that a patent pool to include both the U. S. and British patent claims, "both governmental and private", may be the solution. He urged patent legislation in connection with establishment of a research foundation, asserting that "patent provisions should be carefully drawn to meet the particular objectives of Government-sponsored research".

Chairman Porter visioned a possible peacetime communications broadcast and relay system "by which a few planes, circling in the air at strategic places across the country, will afford nationwide television, broadcast and other communications relay services to the entire country far more cheaply than could be accomplished by the laying of wire-line connections."

Such a system would develop, he said, as the outgrowth of a wartime project by which planes equipped with radar or television were used for reconnaissance, transmitting pictures of what was seen from the planes to land or naval forces on the surface. He told of pulse-time modulation, of the possibilities of transmitting 24 messages simultaneously on the same channel over a single transmitter. He urged that Congress pass legislation appropriating funds for scientific research.

Relay Nets

By extending the radio spectrum from 300 to 30,000 mc, he said, science will be able to develop coast-to-coast radio relay networks which "may either compete with or supersede in some cases our wire telegraph and telephone systems", high-definition television in full color, radar, walkie-talkie applications with Government-financed "exploration of the higher regions of the spectrum".

He asserted that during the war tubes were developed for use in the higher frequncies, but pointed out that between 12,000 and 20,000 mc "there remains a terra incognita". Much work remains to be done, also, above 20,000 mc—work which can be accomplished in a few years with Federal aid, whereas without such aid it may take even a century, he added.

Chairman Porter predicted wide future use of shortwave signals in all forms of communications. He said antennas have become so efficient that a 1,000-w transmitter beaming a signal to a fixed receiver may achieve a radiated power equal to 100,000 w. In the early days of radio "almost all of the energy radiated was lost in the direction of the stars and planets, where," Mr. Porter quipped, "so far as we know, there are no receivers to hear our fine symphony programs and our plug-uglies and singing spot announcements".

Among witnesses opposing a single administrator were the Rev. J. Hugh O'Donnell, CSC, president, U. of Notre Dame, and members of the medical profession. Father O'Donnell saw in Government-control of a research foundation the dangers of totalitarianism, he testified. He joined other witnesses in urging the Congress to create a research foundation, and establish scholarships to train young scientists, declaring that in the war the U. S. lost one generation because Selective Service refused to recognize scientists as such.

Mr. Ellert's appointment as head of the new FCC laboratory division is in recognition of his long service. He has been with the Government since 1930, joining the old radio division of the Department of Commerce as radio inspector. In 1937 he was appointed FCC inspector-in-charge of the Third Radio District and has since held various positions with the RID. His war activities included direction of field investigations leading to seizure of clandestine radio stations. Following his graduation from Johns Hopkins in 1925 he joined Westinghouse at East Pittsburgh where he pioneered in developmental work in broadcasting.

Curtis Mitchell Heads Paramount Advertising

COL. CURTIS MITCHELL, just released from the Army as officer in charge of the Pictorial Branch, War. Dept. Bureau of Public Relations, last week was named national director of advertising and publicity for Paramount Pictures. Prior to his four and a half years of Army service, he was vice-president and editorial supervisor for Triangle Publications, the Annenberg interests' magazine subsidiary; and editor of *Movie & Radio Guide*. He is well known in radio industry.

He left for Paramount Hollywood studios last week where he will study phases of the medium. He will return about Dec. 1 to New York headquarters where he will be in contact with television by way of Paramount's substantial holdings in DuMont Labs.

IN CONJUNCTION with Pan American World Airways, CBS Hollywood in late October inaugurated 21-day salute honoring South American countries. Featuring slogan: From the Airwaves and the Airways to Latin America, goodwill program includes studio lobby exhibit of valuable imports and daily five-minute broadcasts saluting various nations.

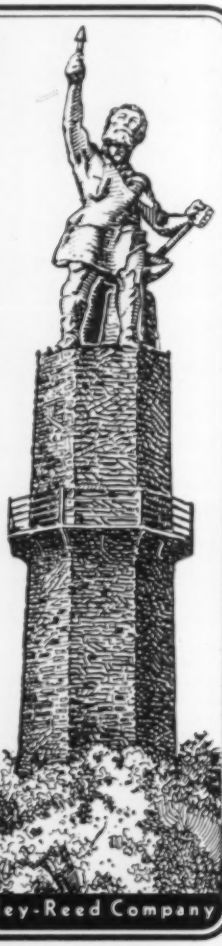
ON TOP!

Vulcan's statue looks down from Birmingham's highest peak on great furnaces, foundries and mills, all producing at top capacity like the balance of industrial-agricultural Alabama . . . a great market that is covered best by WSGN, Alabama's "TOP" radio station!

TOPS with the largest percent of daytime listeners!

TOPS with a morning rating higher than the combined rating of all other stations!

TOPS with progressive promotion, production, programming!



WSGN
American Broadcasting Co.
THE BIRMINGHAM NEWS-AGE-HERALD STATION

Represented Nationally by Headley-Reed Company

RELIGIOUS TRANSCRIPTION LIBRARY
Designed for Better Programs

130 NUMBERS in Basic Library
10 NEW NUMBERS Each Month

WIRE FOR AUDITION DISC
Instrumental, Vocal, All Types
Nationally Known Radio Artists

COSTS ONLY $15 A MONTH

CAMPUS Sacred CHRISTIANS Recordings
3351 E. OLYMPIC BLVD. LOS ANGELES 23, CALIF.

Radio Men

(*Continued from page 18*)

within the NAB, and which would function on all matters incident to labor.

Among those present at the session, in addition to Messrs. Miller, Willard and C. E. Arney Jr., NAB secretary-treasurer, were Walter J. Damm, WTMJ-WMFM Milwaukee, president of FMBI; John Shepard 3d, Yankee Network and associated FM stations; Gordon Gray, WSJS-WMIT Winston-Salem, all representing the FM interests; Mark Woods, president, Keith Kiggins, vice-president, and Joseph R. McDonald, general counsel, for American; Frank E. Mullen, vice-president and general manager, F. M. Russell, Washington vice-president, for NBC; Frank Stanton, vice-president and general manager, Frank K. White, vice-president and treasurer, and Earl H. Gammons, Washington director, for CBS; Robert D. Swezey, vice-president and general manager, and Theodore C. Streibert, president of WOR New York and executive vice-president of Mutual, for Mutual; and Benedict Gimbel, WIP Philadelphia (Mutual outlet).

Meanwhile, NBC and CBS discontinued operation of their FM stations, WEAF-FM and WABC-FM, on Oct. 27 and 28 with the explanation that they were making technical changes as a result of new frequencies assigned by FCC [BROADCASTING, Oct. 29]. WOR New York, Mutual outlet, closed WBAM, its FM station, Monday. None of the three stations knows when it will resume operations but it will be weeks if not months.

The AFM edict was not officially linked with the closings except that some network executives acknowledged it was a "fortunate coincidence" that they could get off the air by Oct. 29, the deadline set by AFM for effectiveness of its order.

The broadcasters had considered substituting recorded and transcribed music for "live" programs, although some feared that use of records might further irritate the AFM.

In Chicago, WBBM-FM went off the air Oct. 27. WBBM executives said the Petrillo edict was "coincidence" and that the move had been considered for several months to allow the station to change from 45.7 mc. to 99.7 mc. Improvement of studios and increased height of tower are among technical improvements which, a spokesman said, will keep the station off the air for at least two months.

In Cleveland, Carl George, assistant manager of WGAR Cleveland, blamed the AFM edict for halting the broadcasting of network programs by special line to WBOE, FM station owned and operated by the Cleveland board of education. "Station WGAR today (Oct. 29) has advised WBOE of the public schools that its balanced radio service to WBOE has been disrupted by Petrillo's action," Mr. George declared.

Public Relations Office Opened by Carl Butman

CARL H. BUTMAN resigned last week from the War Production Board information division to resume private practice as a radio public relations consultant. He will have offices in the National Press Building, Washington, D. C.

Mr. Butman

Mr. Butman covered the activities of the radio & radar division and the paper division for WPB. He was secretary of the old Federal Radio Commission, from 1927 to 1930.

FC&B Expands

FOOTE, CONE & BELDING has announced expansion of its public information department. Jack Burnett, formerly public relations director for the agency in Chicago, has been appointed director of the department supervising all agency publicity, with headquarters in New York. Gregory Dickson, formerly public relations director in New York, leaves for California to handle public relations on the West Coast for the agency.

DEWEY PROCLAIMS RADIO WEEK IN N. Y.

GOV. THOMAS E. DEWEY of New York has issued a proclamation naming radio week Nov. 4-10 and urging "the citizens of the state of New York to participate in ceremonies commemorating this anniversary."

Proclamation carried a brief history of radio in the past 25 years and maintained that during the war radio "performed a splendid public service and contributed mightily in making Americans the best informed public in the world."

Message also stated that "television and frequency-modulation will come into their own. More than any other channel of communication, radio can serve as a great force for good in winning peace."

Train Radio Bill

A BILL to require railroads to install telegraph, telephone, radio, inductive or wayside and train communication systems was introduced last week by Sen. Burton K. Wheeler (D-Mont.). If passed, the measure would require such installations, as safety measures, in six months. Congress in 1927 passed legislation authorizing installation of radio communications equipment on trains, with no requirements as the Wheeler Bill would provide.

YOUR LUCKY STATION

. . . that's WLAW. This powerful 5000 watt station offers you a lucrative market—1,902,591 daytime listeners in Industrial New England. Annual retail sales within WLAW's .5 mv/m contour approximate $650,000,000. It's a lucky territory for sales, blanketed by a station known for results.

Basic Station
American Broadcasting Co.

NATIONAL REPRESENTATIVES:
WEED & CO.

WLAW

HARLINGEN ★ Texas

Citrus fruit capital of the country; distributing point for national firms located in the Valley; shipping point for Valley produce; shopping point for prosperous Valley farmers and business people.

HUB of the VALLEY

A "MUST" MARKET for your MESSAGE
The "MUST" MEDIUM in this MARKET

★
KGBS
HARLINGEN
McHenry Tichenor PRES.
Troy McDaniel GEN. MGR.
★

Known as "Texas' 4th City", the Lower Rio Grande Valley is a compact, prosperous area isolated from the rest of the state. 40 miles wide, 80 miles long, with a population of a quarter million which can't be reached effectively by your message from outside.

Modern in equipment and operating standards, KGBS was designed and built to serve the entire Valley from "inside". What's more, it's the popular station with Valley folks, because it's the only CBS affiliate within listening range. Details furnished on request.

Represented Nationally by THE WALKER COMPANY

KGBS The ONE and ONLY CBS Affiliate
WITHIN LISTENING RANGE OF THE LOWER RIO GRANDE VALLEY

JAMES W. RODGERS
FINANCIAL CONSULTANT

Experienced handling of Purchases, Mergers and Sales of Newspapers and Radio Properties

FOREST CITY BANK BLDG.
ROCKFORD, ILLINOIS

Associated with the late Ruth Hanna McCormick Simms for a quarter of a century

Chronology

(*Continued from page 17*)

trodyne circuit was described by Prof. L. A. Hazeltine, at Radio Club of America.

1923—A picture of Pres. Harding was sent by the C. Francis Jenkins television system between Washington and Philadelphia.

1923 (March 4)—Station KDPM Cleveland, Ohio, picked up short waves from KDKA Pittsburgh, and presented the first rebroadcast program.

1923 (March 20)—Second Annual Radio Conference was held at Washington, D. C., to discuss broadcasting problems.

1923 (June)—The first multiple station hookup by wire featured WEAF New York; WGY Schenectady; KDKA Pittsburgh, and KYW Chicago.

1924 (Feb. 5)—English listeners heard a program shortwaved from KDKA rebroadcast for first time in London.

1924 (Feb. 23)—Calcutta, India, eavesdropped on a KDKA program rebroadcast from London.

1924 (Nov. 30)—Facsimile radio from London to New York carried pictures of Pres. Coolidge, Prince of Wales and Premier Stanley Baldwin across Atlantic in 20 minutes, using the Ranger System.

1924—Station WJZ rebroadcast first international program relayed on 1,600 meter wave from Coventry, England, to Houlton, Me., from where it was fed by wire lines to the New York transmitter.

1925—Development of high power broadcast transmitters lead to moving of stations to suburbs or sections some distance from metropolitan areas. KDKA Pittsburgh and WGY Schenectady tested 50-kilowatt installations.

1925—Alternating current tubes were introduced, making possible the all-electric receiver for the home.

1925—Heaviside-Kennelly theory of the so-called "radio mirror" was confirmed by the United States Radio Research Laboratories, Bellevue, D. C.

1926 (Feb. 23)—Pres. Coolidge signed the Dill-White Radio Bill that created the Federal Radio Commission and ended chaos caused by a wild growth of broadcasting.

1926 (Nov. 1)—National Broadcasting Co. was organized, with WEAF and WJZ as key stations and Merlin Hall Aylesworth as president. Headquarters were established at 711 Fifth Ave., New York.

1926 (Dec. 15)—Dr. E. F. W. Alexanderson demonstrated his multiple light-brush television system and projector at St. Louis.

NATIONAL SAFETY COUNCIL'S first-place award for National Farm Safety Week broadcasts made last July is received by Paul W. Morency (l), general manager of WTIC Hartford, Conn., on behalf of the station, from Arthur F. Ells (r), associate justice of the Connecticut State Supreme Court of Errors. Justice Ells substituted for Gov. Raymond E. Baldwin in making the presentation at the fall meeting of the Connecticut Farm Safety Week Committee.

1927 (March 2)—Federal Radio Commission appointed by Pres. Coolidge.

1927 (Sept. 18)—Columbia Broadcasting System went on the air with a basic network of 16 stations. Major J. Andrew White was president.

1927 (April 7)—Wire television was demonstrated between Washington and New York, and radio-vision between Whippany, N. J., and New York, by Bell Telephone Laboratories.

1927 (Oct. 17)—Marconi in lecture at Institute of Radio Engineers in New York predicted that short waves were destined to play a vital role in television.

1928 (Sept. 11)—The Queen's Messenger, a one-act melodrama, was televised at "The House of Magic", Schenectady, N. Y.

1929 (Feb. 1)—Band concert in Queens Hall, London, was broadcast in the United States as the first scheduled international rebroadcast.

1929 (June 27)—Television in color was demonstrated by the Bell Telephone Laboratories by wire from one end of a room to the other.

1929 (Nov. 18)—Dr. V. K. Zworykin demonstrated his kinescope or cathode ray television receiver before a meeting of the Institute of Radio Engineers at Rochester, N. Y.

1930 (May 22)—Dr. E. F. W. Alexanderson demonstrated television on a 6-foot screen in Proctor's Theater, Schenectady.

1930 (June 30)—First round-the-world broadcast, Schenectady to Holland, relayed to Java, Australia, and back to point of origin in less than a second.

1930 (July 30)—Experimental television transmitter W2XBS opened by National Broadcasting Co. in New York.

1934 (May 1)—WLW Cincinnati begins operating with 500,000 watts power, being licensed for 50,000 watts regularly and 450,000 watts experimentally.

1934 (July 11)—Federal Communications Commission organized to succeed Federal Radio Commission, and also to regulate wire telephony and telegraphy. Members: Eugene O. Sykes, Thad H. Brown, Paul A. Walker, Norman S. Case, Irvin Stewart, George Henry Payne, Hampson Gary.

1934 (Sept. 30)—Mutual Broadcasting System starts a cooperative four-station hookup (WOR WGN WLW WXYZ), carrying first commercial program.

1935 (Nov. 6)—A static-less radio system based on frequency modulation instead of amplitude modulation was demonstrated on 2½ meter wave by Major E. H. Armstrong at Institute of Radio Engineers, New York.

1936 (April 24)—Television outdoors demonstrated by RCA at Camden, N. J., with local firemen as actors before Zworykin Iconscope camera. Broadcast was on 6 meters over distance of one mile.

1936 (April 30)—New form of electrical "wave guide" transmission of ultra-high frequency radio waves through a hollow pipe (coaxial cable) reported by Bell Laboratories and Massachusetts Institute of Technology, opening new prospects for network television.

1936 (June 29)—RCA starts field tests of television from Empire State Bldg., New York City, working under special appropriation of $1,000,000 for purpose. Secret system is first demonstrated, using live artists and films, to radio manufacturers July 7.

Bendix Flying Lab

BENDIX Aviation Corp, Radio Division in Baltimore, has announced a "flying laboratory" equipped with its new "Flightweight" personal plane radio and navigational instruments.

1937 (Jan.)—Engineers of RCA and NBC first tests of 441-line television images from new experimental transmitter in Empire State Bldg., New York, supplanting 343-line experiments.

1937 (Sept. 28)—Facsimile tests on regular broadcast frequencies during early-morning hours authorized by FCC in grants to two stations, followed in subsequent weeks to others.

1937 (Oct. 18)—FCC sets aside bands in ultra-high frequencies for television aural or apex broadcasting and relay broadcasting, above 30,000 kc.

1938 (Jan. 27)—FCC allocates band of 25 ultra-high frequencies for non-commercial educational broadcasting.

1938 (June 6)—Senate adopts Wheeler Resolution expressing it to be sense of that body that more stations with powers in excess of 50,000 watts are against the public interest, as FCC hearings on proposed new rules and regulations get under way. Hearings continued to July 29.

1940 (May 20)—FCC gives frequency modulation (FM) green light, authorizing full commercial operation as of Jan. 1, 1941.

1941 (Dec. 8)—FM Broadcasters Inc. estimates a minimum of 180,000 FM sets in use in United States. At time there are 22 full-time commercial FM stations operating, along with 14 experimental FM outlets.

1942 (Feb. 6)—NAB Code Committee adopts code for control of broadcasting of war news to insure maximum good taste.

1942 (Feb. 24)—WPB and FCC jointly promulgate freeze orders affecting all phases of broadcasting and ruling out new construction, except where certified by the military, for the duration.

1942 (July 14)—Broadcasting industry declared "essential" under Selective Service System by Maj. Gen. Lewis B. Hershey, director of Selective Service. Cited as one of 34 broadcast essential activities in war.

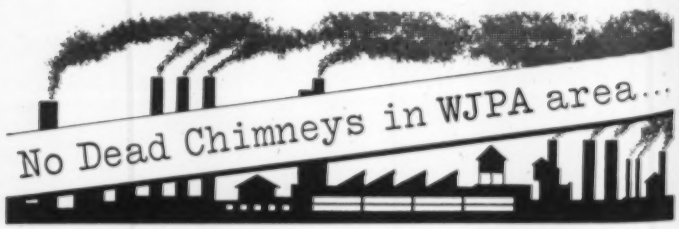
1942 (Dec. 1)—Radio goes on full wartime basis with FCC order enforcing horizontal power reduction of one decibel and relaxation of normal engineering standards.

1943 (May 26)—Navy releases first information on Radar, miracle war radio development, used for radio ranging and detecting through fog, mist and distance. Statement revealed electronic weapon was first conceived by scientists of U. S. Naval Aircraft Laboratory.

1943 (Nov. 23)—FCC resurrects order (No. 84A) banning multiple ownership of standard broadcast stations in the same area, effective June 1, 1944, and affecting some 40 existing multiple ownership or overlap stations.

1944 (Sept. 28)—Allocation hearings to shape future development of all broadcast services begin before FCC and continue for five weeks.

1945 (Jan. 16)—Federal Communications Commission announces that provision is included in proposed



In peace, as in war, this densely populated area of DIVERSIFIED industry continues its steady pace of producing steel, coal, pottery, clay products, chemicals and glass. . . NO RETOOLING---NO RECONVERSION. There are 437,600 SPENDERS in Southwestern Pennsylvania---SELL them through WJPA.

JOHN LAUX, Managing Director

MUTUAL NETWORK

For further details on Friendly Group Stations, write
SPOT SALES, *New York, Chicago, San Francisco, Los Angeles*

WSTV WFPG WJPA WKNY

THE FRIENDLY GROUP

STEUBENVILLE, O., ATLANTIC CITY, N. J., WASHINGTON, PA., KINGSTON, N. Y.

wave-length readjustment for a citizens' "walkie-talkie."

1945 (June 4)—Radio's biggest customer, Procter and Gamble Co., Cincinnati, spends $11,000,000 a year for time alone, with talent expenditures of equal amount.

1945 (June 21)—Judge E. O. Sykes, 69, first chairman of Federal Radio Commission, dies in Washington. He had been in private practice since 1939.

1945 (June 25)—Radio's biggest transaction, sale of control of $22,000,000 Crosley Corp. which owns WLW Cincinnati, to Aviation Corp. of New York, filed with FCC. Transaction subsequently approved, but results in proposed new transfer policy under "open bid" procedure by FCC.

1945 (June 27)—FCC establishes allocations for television and FM in ultra high frequency band, paving way for opening of new broadcast services.

1945 (July 23)—Associated Broadcasting Corp., formed as fifth nationwide network, announced to begin operations September sixteenth.

1945 (Aug. 6)—Westinghouse discloses fabulous plan for "Stratovision" whereby airborne transmitters would blanket a nation with FM and television signals.

1945 (October 22)—With some 1400 applications of all descriptions and in every broadcast category before it, FCC starts spectrum-wide allocation proceedings which may result in hundreds of additional stations during next year.

'Monitor' Sponsors

CHRISTIAN SCIENCE Publishing Society, Boston (*Christian Science Monitor*) will sponsor a quarter-hour news commentary featuring Erwin Canhan, its editor, on American network beginning Dec. 1. To originate in Boston, program will be broadcast Saturday 6:15-6:30 p.m. for 52 weeks. Series placed by H. B. Humphrey Co., Boston.

Antenna

(*Continued from page 18*)

own the tower and building and lease space and use of the tower to each station.

Such a plan could be in use within two years, it is believed, and broadcasters' problems—so far as competition from airport projects—would be solved.

CAA is understood to be rewriting its regulations, based on those used by Canada. Under U. S. rules the height of a hazard is measured from the ground. Canadian regulations classify height over airport level.

U. S. regulations permit a 150-foot structure at least three miles from an airport, without approval by the CAA. That would be 150 feet above the ground. Under proposed regulations, if the ground level three miles from the airport were 100 feet higher than the airport itself, the hazard could be only 50 feet high without CAA approval.

In mountainous terrain, where FM antennas would be located atop peaks, such regulations would virtually wipe out broadcasting, unless CAA relaxes its rules considerably.

WKIX Adds MBS

WKIX Columbia, S. C., is to join Mutual as soon as lines can be set up. Station retains its affiliation with CBS. WKIX operates with 250 w on 1490 kc.

LYFORD PROMOTED TO NEW POST IN NBC

E. B. LYFORD, formerly station relations liaison man between NBC affiliated stations and the network's sales department, has been appointed to the newly - created post of assistant manager of the station relations department. He will handle all contacts with stations in connection with co-operative programs and will also take over all duties connected with the handling of facilities development, formerly supervised by Philip I. Merryman, recently transferred to the network's new planning and development department [BROADCASTING, Sept. 17].

Mr. Lyford

John T. Murphy, with NBC for 15 years, the last two in station relations as liaison between the program department and the NBC affiliates, moves into the position vacated by Mr. Lyford. He is succeeded by Carl Cannon, back in civilian life after four years in the Navy. Prior to enlisting he was with WSGN Birmingham for two years and before that for six years with NBC New York. During that period he organized and directed the video tour demonstrations, edited the network house organ, *NBC Transmitter*, and served as a correspondent in the information department.

Ream

(*Continued from page 10*)

didn't know when it was beaten. The cities were bombed, the people went hungry, and their clothes wore out (and the full evidence on all three is there today), but they stuck and fought back and sacrificed all that Churchill promised and more—and they won. They were never conquered.

The result? The English people have their chins up and are walking erect, even though they're cold and hungry. To see it, to feel it is like winning in the last quarter the big football game, but magnified a million times.

France is at the other end of the spectrum. There is little physical damage, but the damage to people—to human personality—is shocking. These French who were the founders and guardians of European democracy and whose City of Light was also the citadel of reason and art and the dignity of man are now sodden and confused. A full year after liberation they were still dazed. The Nazi occupation methods for destroying pride in self and country, for undermining the virtues of industry and honesty, and for sapping the common morality of an entire people, seems to have succeeded diabolically well. The French this summer were still a beaten people.

The difference between the two countries lies in the simple fact that in one free men were conquered and subjugated and in the other free men clung on and preserved their freedom.

France will eventually recover. The wide-spread participation in the democratic function of the recent free election is convincing evidence of that. The agonies suffered and to be suffered, however, make one lesson paramount for us—let us work to make this a lasting peace, but if war should ever come we must not fail to win it.

Mueller Wins

FIRST PRIZE of $700 in a contest for five best orchestral works sponsored by Broadcast Music Inc., New York, for members of the American Composers Alliance, was won by Otto Mueller, former first violinist of the Philadelphia Symphony Orchestra, for his composition "Scherzo Poliphonic". Second prize of $500 was awarded to Arthur Kreutz, composer-conductor, for his "Symphonic Blues". In addition to cash awards, winners also will have their compositions published. Prizes were awarded for compositions especially suitable for radio broadcasting.

is quick and easy when you're staying at The Roosevelt—just a short stroll from key business centers, shops, theatres. And Hilton service assures your comfort. Rooms with Bath from $4.50.

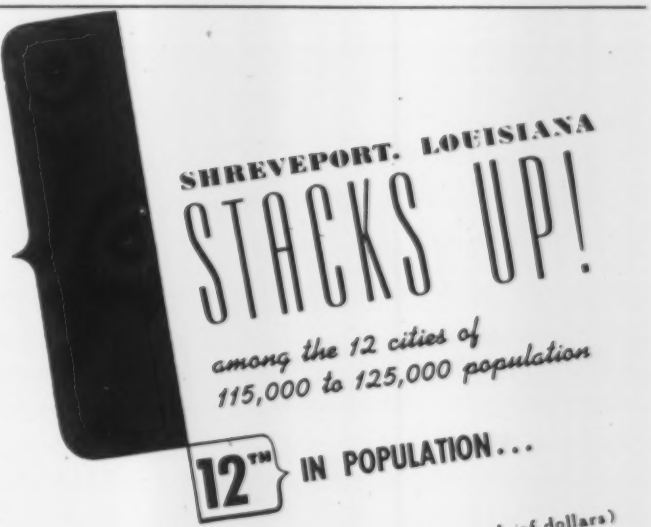
HOTEL ROOSEVELT

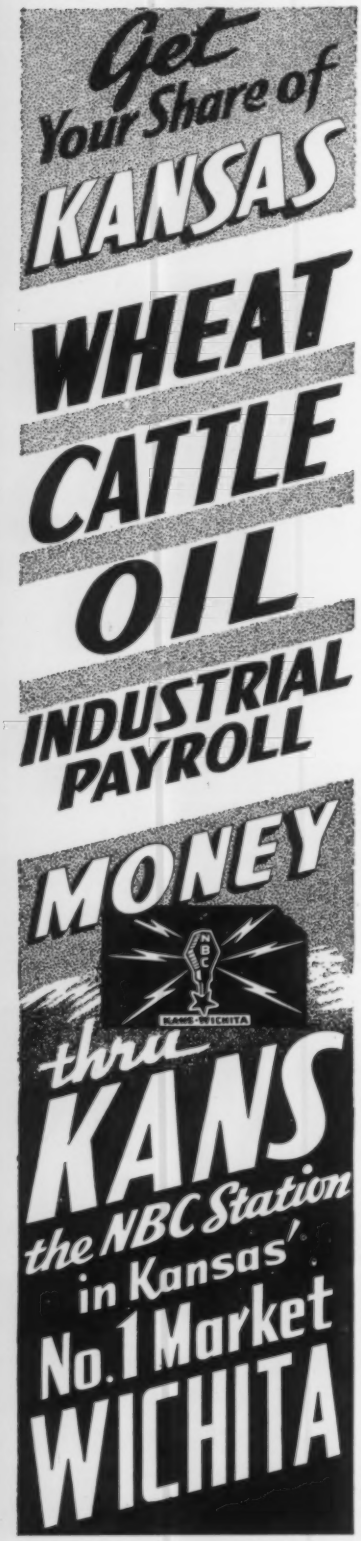
Dean Carpenter, General Manager
Madison Ave. at 45th St., New York.

Other Hilton Hotels Include Chicago: The Stevens; Dayton: The Dayton-Biltmore; Los Angeles: The Town House

C. N. Hilton, President

DIRECT ENTRANCE TO GRAND CENTRAL TERMINAL


SHREVEPORT, LOUISIANA
STACKS UP!
among the 12 cities of
115,000 to 125,000 population
12TH IN POPULATION...
• 4th in Buying Income (thousands of dollars)
• 1st in Drug Sales
• 4th in Lumber, Building, Hardware Sales
• 9th in General Merchandise Sales
• 4th in Per Capita Income
THE SELLING POWER IN THE BUYING MARKET
KWKH
CBS ★ 50,000 WATTS
The Shreveport Times Station
SHREVEPORT, LOUISIANA
Represented by The Branham Co.



Represented by

HEADLEY-REED COMPANY

New York : Chicago : Detroit

Atlanta : San Francisco : Los Angeles

Revere

(*Continued from page 20*)

stated, that the university was to control the scripts and be responsible for their accuracy; that Mr. Dryer, formerly head of radio at U. of Chicago but at that time working for WGN Chicago, should produce the programs; and that although the series would at first originate in Chicago, they could be moved to any other point should the producer and agency agree that such a move was desirable.

Following its commercial debut on July 4, it developed that most of the scripts were being written in New York and that the limited supply of actors in Chicago made casting difficult, so it was decided to move the program to New York. When the agency notified Mutual of its desire to make this move, Mr. Van der Linde said, WGN refused, stating that the station had a contract with the university guaranteeing the program would be originated at WGN and that it intended to demand compliance with that condition. Meanwhile both Mr. Benton and Mr. Howe had left the university and gone to Washington and there was no one at the university who knew the whole story, so the sponsor, acting through the agency, solved the dilemma by dropping the program, Mr. Van der Linde explained. With the new program owned by St. Georges & Keyes and with Mr. Dryer under contract with them to produce it, any recurrence of the difficulty is extremely unlikely, he stated.

Transfer

(*Continued from page 20*)

proposed purchaser and declare that "any person desiring" to apply for the same facilities on the same terms may do so within 60 days. The advertisements appear once a week for three weeks in a newspaper in the communities where the stations are located.

The advertising procedure—and its effectiveness—were being watched closely as a key to future policy in all station transfers, since it was outlined by FCC as a framework within which rules and regulations may be developed. In a public notice on Oct. 3 the Commission recommended that the procedure be followed voluntarily by applicants in transfers, although it has not been adopted formally.

The advertisement forms used in both the WHDH and the WFIL cases were given prior approval by the FCC. The KHQ advertisement was almost identical to the WFIL notice in form.

The Crosley-Avco decision [BROADCASTING, Sept. 10] recommended advertising of applications for transfer or assignment of license by both the FCC and the applicant, followed by a waiting period of 60 days for submission of any competing applications. Advertisements, to be carried in a newspaper in the community where the station is established, would state terms and conditions of the proposed sale and the name of the transferee. They would also explain that competing applications for the same facilities on the same terms may be filed.

If competing applications are filed, all applications will be considered on their merits and a hearing may be held to determine which applicant is best qualified. If a competing applicant is found best fitted, the original transfer application will be denied and FCC consent to the competing applicant will be granted if the parties enter into a contract and file a new joint application accepting the grant within 30 days. Where no other bids are received the application will be considered on its merits.

Less Than Control

The proposed new rules and regulations, if adopted, would not apply where less than a controlling interest in a station is being transferred. Nor would they apply where the transfer or assignment involved no real change in the control of the station.

The WHDH advertisement was approved in form by the FCC before publication. Although the proposed purchaser, Fidelity Broadcasting Co., is owned by the corporation which publishes the *Boston Herald* and the *Boston Traveler*, the notice was published in another paper, the *Boston Post*. This was done, according to William C. Koplovitz of Dempsey & Koplovitz, representing the papers, to avoid any possible charge of partiality in display of the advertisement.

Signed by President Ralph G. Matheson for Matheson Radio Co., the licensee, and Robert B. Choate for Fidelity Broadcasting Co., the notarized public notice of sale of WHDH follows:

Notice is hereby given that application has been filed with the Federal Communications Commission, File No. B1-TC-463, requesting consent of the Federal Communications Commission to the sale of controlling stock interest in Matheson Radio Company Inc., licensee of radio broadcast station WHDH, which operates on the frequency 850 kc. 5 kw. power, unlimited hours, in Boston, Massachusetts.

There are outstanding 14,370 shares of common stock without par value, and 374 shares of 6% cumulative preferred stock without voting rights of the Matheson Radio Company Inc. The Fidelity Broadcasting Company Inc., which is wholly owned by the Boston Herald-Traveler Corporation, publisher of the Boston Herald and the Boston Traveler newspapers, has agreed to purchase any and all of said common and preferred stock, and the present stockholders have agreed to deliver not less than 90% of the said common stock. The price of the preferred stock is fixed at $100 per share; the price of the common is fixed at 1/14,370th of $786,406.94 plus or minus the difference between current assets over current liabilities as of the end of the month preceding the date of settlement and current assets over current liabilities as of June 30, 1945, and less the difference between $25,000 and the total amounts expended by Matheson Radio Company Inc., from January 1, 1945, to the date of settlement in connection with its pending FM application. The agreement provides for payment for all stock purchased in cash on the date of settlement. A copy of the purchase agreement and of the application filed with the Federal Communications Commission are on file and open to public inspection at the office of the Federal Communications Commission, New Post Office Bldg., Washington, D. C.

Any person desiring to apply for the facilities of Station WHDH may do so on the same contract terms and conditions as set forth in the agreement mentioned above. Such application shall be filed within 60 days from [date of first publication] on forms prescribed by the Federal Communications Commission, which may be obtained upon request from the Secretary of the Commission. If, during the 60 day period, other applications are filed, the Commission will then consider all applications on their merits. If it appears that the transferee selected by the licensee is the best qualified, and the transfer is otherwise in the public interest, the Commission will grant such application without a hearing. If the Commission cannot make such a determination on the basis of the application, it will be designated for hearing along with all other competing applications. At this hearing one of the issues shall be "to determine which of the applicants is best qualified to continue the operation of the licensee".

In the event the Commission concludes that any applicant who files an application in response to this public announcement is better qualified than Fidelity Broadcasting Corporation to be the licensee of Station WHDH, the Commission will refuse consent to transfer of stock to Fidelity Broadcasting Corporation. It will then be optional with the present transferors whether or not they will sell their stock on the same terms and under the same conditions to the person whom the Commission determines is the best qualified purchaser.

Public notice on the sale of KHQ, signed by Louis Wasmer, owner, is similar to that on the sale of WFIL, form of which has FCC approval. Fisher, Wayland & Southmayd, Washington attorneys, represent Louis Wasmer and Louis Wasmer Inc., the licensee. Kirkland, Fleming, Green, Martin & Ellis are counsel for Spokane Chronicle Co., the transferee. Fisher, Wayland & Southmayd also represent the *Philadelphia Inquirer* in the WFIL transaction, which involves approximately $1,900,000. KHQ advertisement is as follows:

Notice is hereby given, pursuant to the order of the Federal Communications Commission, that subject to the written consent of the Federal Communications Commission, an agreement dated Oct. 15, 1945, has been made for the sale by Louis Wasmer to Spokane Chronicle Co. of the outstanding capital stock of Louis Wasmer Inc., licensee of Radio Station KHQ Spokane, Washington, for a consideration of $1,295,000 and subject to the terms and conditions provided in the Memorandum of Agreement. The Memorandum of Agreement and Applications for Approval have been filed with the Federal Communications Commission, Washington, D. C., where they may be examined. Any person desiring to acquire the capital stock of Louis Wasmer Inc. on the same terms and conditions as set forth in the Memorandum of Agreement may file application with the Federal Communications Com-

mission, Washington, D. C., on or before December 30, 1945.

Meanwhile, formal requests for (1) dismissal of the application for transfer of KHQ to Straus & Blosser, Chicago investment bankers, and (2) transfer of the station to the newspaper company were filed with the Commission. In motions hearing last Thursday FCC granted the first request.

FCC Oct. 24 had denied a proposed amendment to substitute the newspaper firm for the investment bankers, without prejudice, however, to the right of the petitioners to request dismissal of the earlier transaction and file new application.

One of few remaining duopoly cases, the KHQ transaction involves purchase of 100% interest held by Louis Wasmer in KHQ licensee corporation, Louis Wasmer Inc., for sum of $850,000 plus liquid assets of firm which boost total consideration to approximate $1,300,000. Mr. Wasmer also owns KGA Spokane. The KHQ transferee is one of leading newspaper organizations of the area and is headed by W. H. Cowles Jr., distant relative of Gardner Jr. and John Cowles of Cowles Broadcasting Co. and Cowles Publications.

Original negotiation for sale of KHQ to the Chicago investment banking group was dropped because of complications in requiring approval of Securities & Exchange Commission in addition to FCC consent.

Ship

(*Continued from page 20*)

ng erection of a permanent job. Furthermore, the mast slated for the *Triton Maris* had been lost in transit.

Combination of Yankee and Italian ingenuity took the 50,000 w transmitter up to 130,000 w as gadget after gadget was patched in the Doherty circuit. A 1 kw transmitter was added for communication and radiophoto work and as a broadcast standby. Darkrooms were built, a radio studio was installed and an offset printing press was wedged into a convenient niche.

Fortunately PWB saved some Italian transmitters as the Germans retreated up the boot in 1943, so *Project Century*—designed to go to any beachhead shortly after any D-Day, was not needed. Radio facilities on land were adequate for psychological warfare demands.

So *Project Century* was ordered to Sardinia to broadcast to occupied France and possibly Austria. Events moved swiftly and the floating transmitter was sent into the Adriatic to broadcast into the Balkans. Shortly after the Allies marched into Rome the *Triton Maris* went on the air.

Approach of V-E Day convinced PWB that its floating propaganda outpost was not needed in that theater. It had worked beautifully, with a barrage balloon making a fine quarter or half-wave radiator. A few balloons were lost in high winds, but precious cable was saved.

In Naples Harbor

Then for months the boat was parked in Naples harbor for refitting, barnacle scraping and general overhaul. Paul von Kunitz meantime was busy fixing up captured Italian stations.

About that time Gen. MacArthur got interested in *Project Century*, after hearing about it from Elmer Davis, OWI director. He couldn't use it for a while, but the idea of a floating transmitter that could cover a 1,000-mile radius with broadcast propaganda was just what the doctor ordered.

After all, it took six months to set up a propaganda transmitter at Algiers. Here was a powerful station, easily moved, and ready for instant service. At Saipan it took James O. Weldon, chief of Communications Facilities Bureau, OWI Overseas Branch, three months to get the Saipan propaganda transmitter set up last fall. The installation set a new OWI record, but Mr. Weldon and his men actually put in five weeks overtime in one month, figuring on the basis of an eight-hour day.

Selected for service in the attack on Japan, *Project Century* set sail from Naples late in the spring, chugging along at a furious eight knots. Here at last was what Paul von Kunitz and his hard-working Italian crew had been dreaming about. Engineers who had looked over the equipment described it as a masterpiece of engineering. Propagandists pronounced it a device beautifully equipped for an important war role. Militarists labeled it a secret weapon that would take a prominent part in the landings on Japan.

V-J Day Came

And then, just as the mangy bowsprit of the old *Triton Maris* was about to enter San Francisco Bay enroute to Japan, came V-J Day.

So there she sits, with Paul making an inventory for the Reconstruction Finance Administration, which will dispose of the radio equipment as war surplus. War Shipping Board will get the boat itself, temporarily chartered to the United States Lines.

Active in the project, working with Mr. Weldon, has been Fred H. Trimmer, his assistant at OWI. Mr. Weldon, incidentally, is now operating in an advisory capacity for OWI and has gone into private engineering practice in Washington with Lester H. Carr. Two broadcasters who worked on the installation were Fred Blackburn, formerly of WFLA Tampa, and James Fenner, once with Texas stations and now in Germany.

It's a sad story of frustration, but at OWI they'll tell you that *Project Century* taught some valuable lessons in strategic warfare which will come in handy should they start shooting again, or even dropping atom bombs.

Eager Burglars

UNKNOWN admirers of the new Admiral record changer couldn't wait until OPA price controls made them available to the public in Jersey City, N. J. An Admiral distributor in that city complained to police that thieves forced entry through a rear door of his store and made off with his only display model. Admiral has promised to replace it as soon as possible.

MAGAZINE OPPOSES RENEWAL FOR WOL

REFUSAL of WOL Washington to give time to the magazine *Common Sense* to answer an attack on it by Fulton Lewis jr. over the Mutual network was cited in a petition filed with the FCC last week opposing renewal of the station's license.

In a statement announcing the action, Milton D. Stewart, mass media editor of the magazine, declared: "The issue is a simple one. We defend Lewis' right to attack us—even with misrepresentations. But we are fighting for the radio public's right to hear facts and opinions which he knew, but did not broadcast. Once the public was given his side of the story it should have been allowed to hear ours."

The disputed broadcast was made May 22 and concerned an analysis made by the magazine of treatment accorded labor stories by 33 commentators, reporting Lewis giving unfavorable accounts of unions in 13 of 17 broadcasts.

WICA Transfer

APPLICATION was filed with the FCC last week for involuntary transfer of control of WICA Ashtabula, O., from C. A. Rowley, deceased, to Robert B. Rowley and Donald C. Rowley as trustees under the will of the late sole owner of the station. No money is involved.

Folks Turn First to—
WWL
NEW ORLEANS
50,000 Watts
Clear Channel
CBS Affiliate—Represented Nationally by The Katz Agency, Inc.

WAVE WON'T PRESS YOU WITH COLDIRON (Ky.)!

Coldiron is a gen-u-wine Kentucky town, alright, but the sad truth is that a Coldiron won't crease your pants or increase your sales. WAVE suggests that you bear down instead on the Louisville Trading Area, where you'll reach more people with more buying power than can be found in the rest of the State combined—and at low cost. Hot or cold, this is the best place in Kentucky to iron out saggy business!

LOUISVILLE'S WAVE
5000 WATTS . . 970 K.C. N.B.C.
FREE & PETERS, INC.
National Representatives

KFMB Sells SAN DIEGO

We Can Sell It for You

90% of the entire county population (373,500 civilian people) is concentrated in Metropolitan San Diego . . . in an area within 15 miles of our antenna . . . They must depend on KFMB alone for primary, easy-to-listen-to service from our network. To cover them properly . . . they must be covered from within!! KFMB can do the job for you, too!!

KFMB
THE BASIC AMERICAN NETWORK
[PACIFIC COAST]
SAN DIEGO, CALIF.
JACK O. GROSS: Pres. & Gen. Mgr.
Represented by the BRANHAM CO.

JHP
Jacksonville, Fla.
BUY
What Jacksonville's Homes Prefer!
IT'S MUTUAL, NOW!
Represented by JOHN H. PERRY ASSOCIATES

GATEWAY TO THE RICH TENNESSEE VALLEY
CBS AFFILIATE
PAUL H. RAYMER CO.
National Representative
WLAC
50,000 WATTS
NASHVILLE

Covering
Ohio's 3rd Market
At less cost with WFMJ—American Network
Ask HEADLEY-REED
WFMJ
YOUNGSTOWN, OHIO

"THE DOCTOR ON THE AIR"
Popular Medicine Programs backed by medical authority.
Script & talent complete
FREDERIC DAMRAU, M.D.
247 Park Ave., New York, N.Y.
Wickersham 2-3638

Tulsa

(Continued from page 16)

& M., Oklahoma U., U. of Tulsa, and the Tulsa public schools asked to cooperate in preparation of programs. Time would be donated to established religious beliefs and full news coverage would be provided.

Studios would be located in Tulsa and the transmitter, east of Tulsa. Construction work would be started within 60 days of the FCC grant and the station would be in operation 180 days later.

Gov. Kerr, who was keynoter and temporary chairman of the 1944 Democratic national convention in Chicago, was in Washington late last week and conferred with President Truman. Contacted by BROADCASTING, he declined to comment on the application.

West Central was incorporated Sept. 15 in Delaware and had 10 stockholders of record Oct. 11. Gov. Kerr, who is chairman of the board, has 900 issued and subscribed shares (30%); Mr. Gaylord, president, has 800 (26.66⅔%); Mr. Bell, treasurer, who would be general manager of the station, has 500 (16.66⅔%); Dean A. McGee, vice-president, has 225 (7.5%). J. I. Meyerson, sales and promotion manager of Oklahoma Pub. Co., the other director, who would be assistant general manager, has 100.

Other stockholders:

Dean Terrell, secretary, 62½ shares; T. M. Kerr, 208¼; T. W. Fentem, 10¼; Hugh B. Terry, general manager of KLZ, and Leland S. Vance, Oklahoma Pub. Co. executive, 50 each.

Estimated initial costs are $211,000. Estimated monthly operating costs are $30,000 and anticipated monthly revenue is $35,000.

Gov. Kerr, T. M. Kerr and Messrs. McGee, Fentem and Terrell for five years have engaged in the oil and gas drilling and producing business of which Kerlyn Oil Co., Oklahoma City, is principal operating company. Kerlyn has assets exceeding $5,000,000.

Messrs. Gaylord, Bell, Meyerson, Terry and Vance are associated in several enterprises including Oklahoma Publishing Co.; Gaylord Foundation Inc., WKY Radiophone Co.; Outwest Broadcasting Co. (KVOR); Mistletoe Express Service; KLZ Broadcasting Co.

KLZ operates a temporary experimental FM station. KLZ WKY and Outwest have applied for FM licenses and WKY and KLZ have applied for television licenses.

Engineering information in the application was prepared by Frank H. McIntosh, Washington. General advice was provided by Mr. Fly and Peter Shuebruk, N. Y., of Fly's office. Mr. Shuebruk was assistant to FCC general counsel when Mr. Fly was chairman.

Headley-Reed Moves

HEADLEY-REED Co., Detroit, radio station representatives, moved offices from New Center Building to Penobscot Building, Nov. 1.

Hidden Ownership Is Denied As WCHS Hearings Are Ended

THE RECORD in the license renewal hearings on WCHS Charleston, W. Va., which developed as a result of charges before the old House Select Committee for Investigation of the FCC two years ago, was finally closed last week with denial of testimony that the station attempted to conceal interest in a competitive facility.

Under subpoena by the Commission, Sylvia Mercer, a discharged secretary of Capt. John A. Kennedy, owner of the station, testified that payments were made by her employer for construction costs of WGKV Charleston, which was licensed to W. A. Carroll, and that Mr. Kennedy had cautioned his employes that the connection with WGKV must not be disclosed.

Kennedy on Active Duty

Capt. Kennedy, now on active duty with the Navy, repeated testimony he previously had given the Commission: that he did not want his connection with WGKV known "until the application for transfer had been cleared with the FCC," as he was not in a position at that time to exercise an option for purchase of the station.

James C. Shouse, Crosley vice-president in charge of broadcasting, subpoenaed by WCHS as a surprise witness, told the Commission Miss Mercer approached him for a position with WLW Cincinnati while she was in Mr. Kennedy's employ and mentioned in the course of an interview that she was well acquainted with her employer's operation as her functions involved a great many confidential matters.

Because of differences with Mr. Kennedy as a result of his opposition before the FCC to retention of 500 kw power by WLW which occasioned "considerable ill feeling", Mr. Shouse said, "I was inclined to be very much on my guard and was rather mystified" at Miss Mercer's visit. He said that in view of the fight WLW had just been through with WCHS he was "disinclined" to hire anyone employed by Mr. Kennedy.

When he was asked by Ben S. Fisher, counsel for WCHS, whether he had had the idea that Mr. Kennedy "had sent her there", he replied: "I wouldn't have been surprised." He said that about a year after Miss Mercer's visit he encountered Mr. Kennedy at the NAB convention in St. Louis in 1941 and told him about the incident, assuring him he would not attempt to gain information about him by hiring his secretary.

Capt. Kennedy said he had had some inkling of Miss Mercer's interview but that it was not confirmed until his conversation with Mr. Shouse. Upon learning she was willing to sell him "down the river", he said, he discharged her.

Questioned by Mr. Fisher, he testified that Miss Mercer made quite a "fuss" when he had hired an auditor to relieve her of some of her duties and that she had permitted the auditor to commit errors in bookkeeping in order to show proof of his incompetency. He said she was also "very irritated" when he sold his newspaper in Clarksburg, on which she had worked before Mr. Kennedy went into radio.

Miss Mercer had testified that Mr. Kennedy had stated in her presence that "it would never be known" he had any connection with WGKV. She said the first manager of WGKV, Richard Sowers, was hired by Howard Chernoff, manager of WCHS and the West Virginia network. She said she had been told that Mr. Sowers was instructed to avoid soliciting advertisers until they were on WCHS.

Under cross examination by Mr. Fisher, Miss Mercer denied ever having told anyone she "would get even" with Mr. Kennedy. She said she had no interest in the proceedings and was brought to Washington "against my wishes."

Questioned by J. Fred Johnson Jr., presiding officer for the FCC, Miss Mercer said: "For years I thought Mr. Kennedy could not do anything wrong." She explained she had "built up things in my mind" which aggravated her feelings toward him. She admitted she had been "hurt" when Mr. Kennedy hired an auditor for WCHS.

Miss Mercer originally charged before the House Select Committee December 17, 1943 that after Mr. Kennedy had acquired WCHS in 1936 an application for a second station in Charleston was filed by the Storer group which operated WWBA Wheeling. At about this time, she testified, Mr. Kennedy arranged with Mr. Carroll to file an application for the same facility and a construction permit was granted in 1938 under the name of Kanawha Valley Broadcasting Co.

WBNX
DAILY PROGRAMS IN
Italian
Polish
English
German
Jewish
5000 WATTS DIRECTIONAL OVER NEW YORK
America's Leading Foreign Language Station

FM Grants

(*Continued from page 16*)

transmitter power and antenna height have been reviewed.

Applicants issued conditional grants and type of station authorized are listed at right:

City	Applicant	Interest in Standard Station	Type of FM Station
	ALABAMA		
Mobile	W. O. Pape, tr/as Pape Broadcasting Co.	WALA	Metropolitan
Mobile	Mobile Daily Newspapers, Inc.	..	Metropolitan
Montgomery	G. W. Covington, Jr.	WCOV	Metropolitan
Montgomery	Montgomery Broadcasting Co. Inc.	WSFA	Metropolitan, possibly rural
	FLORIDA		
Miami	Isle of Dreams Broadcasting Corp.	WIOD	Metropolitan
Orlando	Orlando Daily Newspapers, Inc.	..	Metropolitan, possibly rural
	GEORGIA		
Atlanta	The Constitution Publishing Co.	..	Metropolitan
	ILLINOIS		
Bloomington	Arthur Malcolm McGregor & Hugh L. Gately, a partnership, d/b as Radio Station WJBC	WJBC	Metropolitan
Champaign	The Champaign News-Gazette, Inc.	WDWS	Community
Freeport	Freeport Journal-Standard Publ. Co.	..	Metropolitan
Herrin	Orville W. Lyerla	WJPF	Metropolitan, possibly rural
Rock Island	Rock Island Broadcasting Co.	WHBF	Metropolitan
	INDIANA		
Connersville	News-Examiner Co.	..	Metropolitan
Elkhart	Truth Publishing Co., Inc.	WTRC	Metropolitan
Kokomo	Kokomo Broadcasting Corp.	WKMO	Metropolitan
Lafayette	WFAM, Inc.	..	Metropolitan
	IOWA		
Cedar Rapids	The Gazette Co.	..	Metropolitan
Dubuque	Telegraph-Herald	KDTH	Metropolitan, possibly rural
Waterloo	Josh Higgins Broadcasting Co.	KXEL	Metropolitan, possibly rural
	IDAHO		
Pocatello	Radio Service Corp.	KSEI	Metropolitan
	KANSAS		
Topeka	Topeka Broadcasting Association, Inc.	WIBW	Metropolitan
	KENTUCKY		
Louisville	WAVE, Inc.	WAVE	Metropolitan
Louisville	Courier-Journal & Louisville Times Co.	WHAS	Metropolitan
Louisville	Northside Broadcasting Corp.	WGRC	Metropolitan
Owensboro	Owensboro Broadcasting Co. Inc.	WOMI	Metropolitan
Paducah	Paducah Broadcasting Co. Inc.	WPAD	Metropolitan
	MISSOURI		
Kansas City	The Kansas City Star Co.	WDAF	Metropolitan
St. Louis	The Pulitzer Publishing Co.	KSD	Metropolitan
St. Louis	Star-Times Publishing Co.	KXOK	Metropolitan
	MINNESOTA		
Minneapolis	Minn. Broadcasting Corp.	WTCN	Metropolitan
	NEBRASKA		
Lincoln	Cornbelt Broadcasting Corp.	KFOR	Metropolitan
Omaha	World Publishing Co.	KOWH	Metropolitan, possibly rural
	NORTH CAROLINA		
High Point	James E. Lambeth, et al d/b as Radio Station WMFR	WMFR	Metropolitan
Raleigh	WPTF Radio Co.	WPTF	Metropolitan, possibly rural
Wilmington	Richard Austin Dunlea	WMFD	Metropolitan
	OKLAHOMA		
Muskogee	Muskogee Broadcasting Co.	KOMA	Metropolitan
Oklahoma City	Plaza Court Broadcasting Co.	KOCY	Metropolitan, possibly rural
Oklahoma City	WKY Radiophone Co.	WKY	Metropolitan, possibly rural
Oklahoma City	O. L. Taylor	KTOK	Metropolitan
	OREGON		
Portland	Oregonian Publishing Co.	KGW	Metropolitan
Portland	Stanley M. Goard, et al d/b as Broadcasters Oregon, Ltd.	..	Metropolitan
	SOUTH CAROLINA		
Anderson	Wilton E. Hall	WAIM	Metropolitan, possibly rural
Charleston	Atlantic Coast Broadcasting Co.	WTMA	Metropolitan
Spartanburg	Spartanburg Advertising Co.	WSPA	Metropolitan, possibly rural
	TENNESSEE		
Chattanooga	WDOD Broadcasting Corp.	WDOD	Metropolitan
Clarksville	Leaf Chronicle Co.	..	Metropolitan
Jackson	The Sun Publishing Co. Inc.	WTJS	Metropolitan
Knoxville	S. E. Adcock	WROL	Metropolitan
Knoxville	Knoxville Publishing Co.	..	Metropolitan
Memphis	Herbert Herff	..	Metropolitan
Nashville	Jack M. Draughon & Louis R. Draughon d/b as WSIX Broadcasting Station	WSIX	Metropolitan
	TEXAS		
Harlingen	Harbenito Broadcasting Co. Inc.	KGBS	Metropolitan
	UTAH		
Salt Lake City	Intermountain Broadcasting Corp.	KDYL	Metropolitan
	WASHINGTON		
Seattle	Queen City Broadcasting Co. Inc.	KIRO	Metropolitan, possibly rural
Seattle	Evergreen Broadcasting Corp.	KTYW	Metropolitan
Seattle	Radio Sales Corp.	KRSC	Metropolitan
Seattle	Fisher's Blend Station, Inc.	KOMO	Metropolitan, possibly rural
	WEST VIRGINIA		
Beckley	Joe L. Smith, Jr.	WJLS	Metropolitan, possibly rural
Beckley	Beckley Newspapers Corp.	..	Metropolitan
Bluefield	Daily Telegraph Printing Co.	WHIS	Metropolitan, possibly rural
	WISCONSIN		
LaCrosse	WKBH, Inc.	WKBH	Metropolitan, possibly rural
Madison	Badger Broadcasting Co.	WIBA	Metropolitan, possibly rural
Milwaukee	Glenn D. Roberts, et al d/b as Milwaukee Brdcstg. Co.	WEMP	Metropolitan
Racine	Racine Broadcasting Corp.	WRJN	Metropolitan
Sheboygan	Press Publishing Co.	WHBL	Metropolitan

Handling War Veterans

BECAUSE many war veterans want to get into radio, George Chandler, owner of CJOR Vancouver, practically all of whose staff has been in uniform, has established a routine for servicemen applying at CJOR for jobs. Would-be announcers are given an audition and frankly told their chances; if they show promise they are given a second audition with a recording being made free of charge which they can use in applying at other stations. Similarly department heads discuss veterans' abilities for posts in the writing, musical and sales fields. All department heads are returned servicemen, and the station has taken on four war veterans who did not work there before, as well as all former members who are now out of uniform and wanted to come back to CJOR.

Taxes Cut

BROADCASTERS are looking forward to 1946 as a year of vast expansion and improvements in facilities and programs, with the first tax reduction in 16 years. Congress last week passed the 1946 tax bill, cutting $5,920,000,000 from income taxes. For individuals the cut is $2,644,000,000; for corporations Congress repealed excess profits tax, eliminated capital stocks and declared value excess profits tax, and reduced the normal and surtax rates for business, taking off $3,136,000,000. Social security was frozen at 1% for employe and 1% for employer. The bill passed the Senate Thursday and was sent to the White House.

"OPEN SESAME"
TO
OKLAHOMA'S
PROSPEROUS
MAGIC EMPIRE
KTUL CBS TULSA
John Esau, Gen. Mgr.
Represented Nationally by Free & Peters, Inc.

The station with most of the listeners most of the time.
"Hooper after Hooper proves it!"
KTSM
Nat. Reps. Geo. P. Hollingbery
EL PASO, TEXAS

A RINGER EVERY TIME

CARRYING ALL CBS MAJOR PROGRAMS
KGVO
MISSOULA • MONTANA

WDRC
HARTFORD 4 CONNECTICUT
WDRC—FM
"Music-off-the-Record"
3 to 3:30 p.m.
Monday thru Friday
WDRC's popular all-request record show. Setting new high for mail pull. Available in blocs of time. Write Wm. Malo, WDRC, for descriptive folder.

ONE OF THE GREAT STATIONS OF THE NATION
KGW
PORTLAND, OREGON
REPRESENTED NATIONALLY BY EDWARD PETRY & CO. INC.

CHNS
THE KEY STATION OF THE MARITIMES
Is your first choice for broadcast results in Halifax and the Maritimes. Ask your local dealers.
or JOE WEED
350 Madison Ave.
New York

630 ON THE DIAL
• MORE PEOPLE LISTEN
• MORE PEOPLE BUY
CKRC
WINNIPEG – CANADA
"THE DOMINION NETWORK"

As you Like It
You want fertile markets. You want to dominate those markets. You want those markets to respond to your appeals. Here you are, Sir, a neat little package of sales dynamite.
WAIR
Winston - Salem, North Carolina
Representative: The Walker Company

MONEY TO BURN
Farmers in this six-state area never had more money in their lives. They're BUYING! WIBW can make them ask for your product.
WIBW The Voice of Kansas in TOPEKA

Radio Week

(*Continued from page 15*)

scribed radio's effectiveness as a weapon of psychological warfare.

Eddie Cantor show Wednesday will salute the anniversary, including a musical cavalcade "It Could Only Happen in Radio". John Charles Thomas and John Nesbitt flew to Pittsburgh for a special Westinghouse Electric Corp. program celebrating the 25th anniversary of KDKA.

MBS started the week by inviting participation Nov. 3 of Boy Scouts and Girl Scouts. The organizations assumed for the day the duties of announcers, engineers, publicists, news writers and commentators, as well as executive officers. Nov. 5 program included dramatization of historical special events such as discovery of America, Pocahontas-Capt. John Smith episode and Valley Forge campaign. They were to be reenacted as if radio had been there to cover the events.

Search for stars of tomorrow will be climaxed Saturday on a broadcast titled "Tomorrow's Talent", in which winners (boys and girls 10 to 16) will receive all-expense trips to New York and personal appearance on the show.

Three U. S. service bands—Army Air Forces, Navy and Marines—will play en masse on MBS Tuesday 4:30-5 p.m., on the Capitol steps, with Speaker Sam Rayburn of the House and President pro tem Kenneth McKellar of the Senate speaking briefly.

Chairman Paul A. Porter, of the FCC, will be quizzed Friday, 10:30-11 p.m., on Mutual's *Meet the Press*. Questioners will be Ben Gross, radio editor, *New York Daily News;* Robert Brown, *Editor & Publisher;* Ed Levin, *PM* and Sol Taishoff, editor and publisher, BROADCASTING magazine.

American let the voices of pioneers themselves describe early broadcasting days. Milton Cross, who first broadcast from WJZ when its studio was a converted powder room, and Madge Tucker, appeared Sunday on *Coast to Coast on a Bus*. At 9:30 p.m. Wednesday American will offer *The First Twenty-five*, featuring such radio veterans as Mark Woods, American president; Adrian Samish, program vice-president, and Charles Barry, national program director.

Sunkist $1,000,000

CALIFORNIA FRUIT GROWERS Exchange, Los Angeles, has allotted $1,000,000 to advertising Sunkist lemons during 1945-46 and will use spot radio along with other media, according to Russell Z. Eller, advertising manager. Starting in late November, product will be advertised in four separate campaigns, as a food, beverage, cold remedy and laxative. Agency is Foote, Cone & Belding, Los Angeles.

Bowles Says Radio May Be First Out From Under Price Control

PREDICTION that the radio manufacturing industry will be the "first to get out from under price control" was made Thursday by Price Administrator Chester Bowles at a news conference in Washington.

At the same time he emphasized that any set manufacturer who made low-priced table models before the war and who does not make them now would be denied increase price factors on any of his products. His assertion followed a release Oct. 30 that said:

"OPA may withdraw reconversion price increases from manufacturers who fail to maintain approximately their prewar 'product mix' —that is, the proportion of low and medium priced models to those in the higher price brackets. Also if any out-of-line prices result from the application of today's pricing methods, OPA reserves the right to readjust them."

Informed that set manufacturers had said they could not turn out low-priced models at a reasonable profit and probably wouldn't, Mr. Bowles said manufacturers then could not take advantage of the price increase factors on any models.

Reconversion pricing methods for consumer type radios and phonographs were announced in final detail Tuesday, effective immediately. Consumer prices will be about what they were in March 1942, although two kinds of adjustment regarding excise taxes have been made to iron out inequities.

Increases now being granted are based on their costs and sales prices in the months before materials scarcities and higher production costs had driven prices above normal peacetime levels, said the release. Mr. Bowles said volume business will take care of the profit angle and he predicted that within a reasonably short time the prices of sets and phonographs will be reduced through increased business and competition.

Manufacturers who sold through distributors in the base period, July-October 1941, may add the following increases: Sets at $11 or less, 15%; between $11-$30, 12% or $1.65, whichever is more; sets over $30, 10½ or $3.60, whichever is more.

If a manufacturer dealt only with dealers in the base period, he may add these increases: sets at $13 and under, 15%; between $13-$35.41, 12%; over $35.40, 10½%.

When a reporter told Mr. Bowles he understood that the OPA based its radio set ceilings on data gathered from only 300 of the nation's 30,000 dealers, Mr. Bowles said he thought the sample was a "fair cross-section" but that if any figures used by OPA are "open to challenge" he would personally investigate the methods used. "We'll look into it," he said.

Meanwhile in Chicago Wednesday, Daniel Jacobs, head of the OPA Radio Section, at a meeting with Chicago manufacturers warned that few sets will be available by Christmas, even though a flood of receivers will be released soon under the newly announced ceilings.

PORTLAND STATION IS AMERICAN BASIC

NEW PORTLAND, Me., station licensed to Centennial Broadcasting Co., will become a basic American outlet as soon as it takes the air possibly late this year, according to Murray Carpenter, vice president and general manager. The station, call letters for which have not yet been assigned, will have a base network rate of $100 per hour in evening classification.

Mr. Carpenter

Mr. Carpenter last week also announced his resignation as media director, Procter & Gamble account, at Compton Advertising Inc., effective Nov. 30. He will go to Portland promptly thereafter to supervise installation of the station. The new local, one of the first to be authorized following thawing of the equipment freeze, will operate on 1450 kc with 250 w full time [BROADCASTING, October 15.]

Associated with Mr. Carpenter as a vice president and stockholder is Humboldt J. Greig, account executive of American. He will remain with the network, however. Principal stockholder is W. T. Morris, president of American Chain & Cable Co.

Mr. Carpenter on October 27 sent a mimeographed acknowledgment titled "An Excuse and an Apology" to several hundred persons who tried to reach him both in Portland and in New York to congratulate him on the FCC grant. He said the response "has me completely snowed under" and that if his acknowledgment of the wire, phone call, or letter was delayed, "that is why."

Whitmore Resigns

JOHN D. WHITMORE, Associated network eastern division manager, resigned last week, according to Leonard A. Versluis, network president. William G. Henderson, Associated vice-president in charge of station relations is in New York to correlate operations of the New York office and, presumably, to appoint a successor. Mr. Whitmore's plans are not known.

NOV. 26-30 MEETINGS PLANNED ON SALES

FIVE-DAY series of meetings will be held Nov. 26-30 by the NAB Sales Managers Executives Committee at the Roosevelt Hotel, New York. Agenda for the week is broken down into subcommittee sessions for discussion of particular sales problems. Chairman of the committee is James V. McConnell, manager of NBC spot sales department.

Subcommittee on standard contracts will meet Nov. 26 under chairmanship of Walter Johnson, WTIC Hartford. This subcommittee will meet the next day with the AAAA contracts committee headed by Carlos Franco, Young & Rubicam, New York. On the 28th the subcommittee on the proposed advertising agency recognition bureau will meet, with Stanton P. Kettler, WMMN Fairmont, as chairman. Audience measurement subcommittee will meet Nov. 29, headed by Frank V. Webb, WGL Fort Wayne.

Sales Managers Executive Committee will hold meeting of all members on the 29th and 30th. Frank E. Pellegrin, NAB director of broadcast advertising, is committee secretary.

NBC Meet Set

NBC Station Planning and Advisory Board will hold its quarterly meeting in New York Nov. 13 and 14.

Morgan Switch

AMERICAN co-operative department is currently considering substituting the *Henry Morgan Show* in the 8:30-8:45 a.m. spot Monday through Friday, to replace the *Correspondents Around the World* which is slated to be cancelled. This will require a complete change in format of his present program on WJZ New York, as Henry Morgan gained his reputation by kidding and insulting the sponsors. Format will most likely be based on Morgan's ability to insult other things, the cooperative department feels.

Irwin Is Winner Of Davis Award

Mr. Olson

Mr. Shannon

Mr. Westover

Mr. Evans

Mr. Irwin

PHIL IRWIN, staff announcer at KGW Portland, Ore., received a gold medal and a cash award of $300 on an NBC broadcast Saturday night at 7:30-8 p.m., on which he was announced as national winner of 13th annual H. P. Davis National Memorial Awards contest, which is open to regular staff announcers of all stations affiliated with NBC, including the network's owned and operated stations.

Winners in the four station groups, who were awarded engraved signet rings during the broadcast, are: Franklin Evans, KPO San Francisco, winner in the O & O class; Paul Shannon, KDKA Pittsburgh, winner in the clear channel class; Ray Olson, WOW Omaha, regional station winner, and Jim Westover, WGL Fort Wayne, winner in the local station category.

Honorable mention winners, who received certificates are: Walter Raney, WRC Washington, O & O., Bill Shapard, WFAA Dallas, clear channel; Charles Barrington, KDYL Salt Lake City, regional, and Leon Kelly, WRAK Williamsport, Pa., local. Certificates were also presented to the stations from whose entries the national and group winners were chosen.

Broadcast featured the winning announcers, each speaking from his own station, Mrs. H. P. Davis, sponsor of the awards which honor her husband; C. L. Menser, NBC vice-president in charge of programs; Ben Grauer, national winner in 1944; Patrick J. Kelly, NBC supervisor of announcers, who served as m. c.

Established in 1933 to recognize the best Pittsburgh announcer, the competition was expanded in 1941 to include regular staff announcers at all NBC stations.

SHORTWAVE HAILED BY BENTON SPEECH

POINTING out that the 38 shortwave transmitters operated all over the world by our government and known to millions of people in Asia, Africa and Europe as the "Voice of America" cost only as much to operate as the cost of operating one battleship in a fleet of battleships, William B. Benton, Assistant Secretary of State, asked the New York Herald-Tribune Forum last Tuesday which of the two we would choose if we had to make the choice.

Neely Firm Moves

NORMAN B. NEELY Enterprises, western factory representative for equipment manufacturers, has moved to new quarters at 7442 Melrose ave., Hollywood. Presto Recording Corp., Hewlett-Packard Co., Webster Electric Co., Radio Engineering Laboratories Inc., Kaar Engineering Co. and Sensitive Research Instrument Co. are among firms represented by Neely.

'Plain Dealer' Poll

CLEVELAND *Plain Dealer* 1945 radio poll put Bing Crosby again at the head of its list of top radio personalities. Based on a poll of readers in Cleveland, 95 other cities and towns in Ohio, and a few in Missouri, Oklahoma, and Pennsylvania, results published Oct. 28 also showed these other winners: Favorite program, *Radio Theater;* news, Lowell Thomas; comedian, Bob Hope; variety, Fibber McGee-Molly; dramatic, *Radio Theater;* serial, *One Man's Family;* comedienne, Joan Davis; symphony, New York Philharmonic; semi-classical, *Hour of Charm;* dance band, Guy Lombardo; male classical singer, John Charles Thomas; male popular singer, Bing Crosby; female classical singer, Lily Pons; female popular singer, Dinah Shore; quiz, *Information Please;* educational, *Town Meeting.*

HORACE N. STOVIN AND COMPANY
RADIO STATION REPRESENTATIVES
offices
MONTREAL • WINNIPEG
TORONTO

AP
WPDQ, Jacksonville, Florida
"That Telescript, 'Washington Today' is a good broadcast . . . already sold."
Robert R. Feagin, General Manager.
available through
PRESS ASSOCIATION, Inc.
50 Rockefeller Plaza New York, N. Y.

KILOCYCLES
5000 WATTS Full Time
American Broadcasting Co.
Represented Nationally by John BLAIR & CO.
KXOK
ST. LOUIS, MISSOURI

A slight exaggeration of radio results on
WNAB
BASIC-AMERICAN IN
BRIDGEPORT, CONN.
Concentrated Audience in America's 59th Market
Our mike's don't exactly *deliver* your merchandise; but they sure as shootin' send our listeners after it. It's all the result of a sample equation: Basic-ABC plus sound local programming aimed straight at the Bridgeport metropolitan area.

AVAILABLE IN COMBINATION WITH WATR, WATERBURY
REPRESENTED BY RAMBEAU

ACTIONS OF THE FCC

OCTOBER 25 TO NOVEMBER 1

Decisions . . .

ACTIONS BY COMMISSION

OCTOBER 24

(Reported by FCC Oct. 26)

590 kc

KHQ Louis Wasmer Inc., Spokane, Wash.—Adopted order denying petition to amend application for transfer of control of Louis Wasmer Inc. from Louis Wasmer to KHQ Inc., without prejudice, however, to right of petitioners to request dismissal of their application and to file new application for transfer of control of Louis Wasmer Inc. from Louis Wasmer to Spokane Chronicle Co., Spokane, in accordance with terms of new agreement with that company.

OCTOBER 31

(Reported by FCC Nov. 1)

KFVD Standard Broadcasting Co., Los Angeles—Granted CP install new trans., increase power from 1 kw to 5 kw and change trans. site.

KOMO Fisher's Blend Station Inc., Seattle, Wash.—Granted license renewal for period ending 5-1-48.

KJR Fisher's Blend Station Inc., Seattle, Wash.—Granted license renewal for period ending 5-1-47.

KEVR Evergreen Broadcasting Corp., Seattle, Wash.—Granted special service authorization to permit broadcasting as a public service and without charge, information to longshoremen at 3:45 p.m. daily in accord with requests of International Longshoremen's and Warehousemen's Union and Pacific Coast Maritime Industry Board for period of 6 mo.

WHEB WHEB Inc., Portsmouth, N. H.—Denied special service authorization to operate with 500 w from local sunset to 6:30 p.m. (EST) during Oct., Nov., Dec. 1945 and Jan., Feb. 1946 in order to continue present operating schedule.

WAIT Gene T. Dyer et al d/b Radio Station WAIT Chicago—Denied special authorization to commence operation not later than 7 a.m. (CST) during those months in which local sunrise is later than 7 a.m. (CST) and to cease operation not later than 6 p.m. (CST) during those months in which sunset at Dallas, Tex., is earlier than 6 p.m. (CST), for period not to exceed 6 mo.

WTAG-FM Worcester Telegram Publishing Co. Inc., Worcester, Mass.—Denied request for temp. waiver Sec. 3.261 relating to minimum hours of operation.

WHEF WHEC Rochester, N. Y.—Granted waiver Sec. 3.261 for period of 10 days in order to afford opportunity to revise program structure.

OCTOBER 31

970 kc

WAAT Bremer Broadcasting Corp., Newark, N. J.—Granted additional 60 days within which to comply with condition in FCC grant of application for mod. license pertaining to maintenance of required field intensities.

1370 kc

WPAB Portorican American Broadcasting Co. Inc., Ponce, P. R.—Granted acquisition of control by Juan Alberto Wirshing, Arturo Gallardo, Mrs. Porrata Doris, Carlos Clavell and Rafael Lopez Zapata from Pedro Juan Sarralles.

ADMINISTRATIVE BOARD ACTIONS

OCTOBER 29

(Reported by FCC Oct. 30)

WEQR Eastern Carolina Broadcasting Co. Inc., area of Goldsboro, N. C.—Granted license to cover CP for new relay broadcast station.

WIXHR Harvey Radio Labs. Inc., Cambridge, Mass.—Granted mod. CP authorizing new developmental broadcast station, for extension completion date only from 11-6-45 to 5-6-46.

WIXMR Matheson Radio Co. Inc., Framington, Mass.—Granted license to cover CP as mod. authorizing new developmental broadcast station; license granted on exp. basis only; conditions.

W2XMT Metropolitan Television Inc., New York—Granted license to cover CP as mod. authorizing new exp. TV station; license granted on exp. basis only; conditions.

W8XGZ Gus Zaharias, near Charlestown, W. Va.—Granted mod. CP as mod., for change in trans. site and extension completion date from 10-1-45 to 12-30-45.

FOLLOWING relay broadcast stations were granted extension of licenses on temp. basis only, pending determination on license renewal applications, in no event beyond 1-1-46: KABJ KAQV KAQW KAQX KIIS WBGL KALO WAFK WAXJ WMVB WAFY WAFZ KADB KBLE KIFO WAOE WAXH WSCC KIEF KIEG WATS KAAD WIPL WIPM WNEI WSMA WSMC KWRD WJYK.

FOLLOWING relay broadcast stations were granted further extension of licenses on temp. basis only, pending determination license renewal applications, in no event later than 1-1-46: KIIH KABE KAIE WNBJ KBIC KBID KNEF WAIO WELR WBGM WASH WMWA WCBE.

ACTIONS ON MOTIONS

OCTOBER 25

By Comr. Durr

(Reported by FCC Oct. 26)

Independent Broadcasting Co., Des Moines, Ia.—Granted motion for leave to amend application for CP (Docket 6734); accepted amendment and removed from hearing docket.

Roy F. Thompson tr/as Thompson Broadcasting Co., Altoona, Pa.—Granted motion for leave to amend application for CP, and accepted said amendment (Docket 6698).

George H. Thoms et al d/b New Iberia Broadcasting Co., New Iberia, La.—Granted motion for continuance of hearing on application for new station (Docket 6766); hearing set 11-1-45 continued to 12-3-45.

Applications . . .

OCTOBER 25

KSUI The State University of Iowa, Iowa City—Mod. CP as mod. for extension of completion date.

AMENDMENTS

Joseph Gardberg and Sam J. Ripps d/b Mobile Broadcasting Co., Mobile, Ala.—CP new standard station 1490 kc 250 w unl., amended to change frequency to 1330 kc, power to 5 kw, change type trans., install DA-DN and change trans. and studio sites.

WTMA Atlantic Coast Broadcasting Co., Charleston, S. C.—CP change 1250 kc to 630 kc and make changes in DA-N, amended to request increase power from 1 kw to 5 kw, install new trans., changes in DA-N and change trans. site.

Midwest Broadcasting Co., Milwaukee—CP new standard station 1250 kc 5 kw unl. DA-N, amended re change type trans. and changes in DA-DN.

Associated Broadcasters Inc., Indianapolis—CP new standard station 1550 kc 250 w D, amended re changes trans. equip.

OCTOBER 30

910 kc

KALL Abrelia S. Hinckley, George C. Hatch and Wilda Gene Hatch d/b Salt Lake City Broadcasting Co., Salt Lake City—License to cover CP as mod. authorizing new standard station. Also authority to determine operating power by direct measurement of ant. power.

1210 kc

WCAU WCAU Broadcasting Co., Philadelphia—License to cover CP authorizing changes in trans. equip.

1340 kc

WFEB Alabama Broadcasting Co. Inc., Sylacauga, Ala.—Authority to install new frequency control unit. Also license to cover CP move trans.

1400 kc

WJHO Yetta G. Samford, C. S. Shealy, Thomas D. Samford Jr. d/b Opelika-Auburn Broadcasting Co., Opelika, Ala. Authority to determine operating power by direct measurement of ant. power.

1450 kc

WBBL Grace Covenant Presbyterian Church (M. A. Sutton, agent), Richmond, Va.—License to cover CP as mod. for change in frequency, increase power, change hours operation, changes in trans. equip. and ant. and change trans. site. Also authority to determine operating power by direct measurement of ant. power.

WLEE Thomas Garland Tinsley Jr., Richmond, Va.—License to cover CP as mod. for new standard station. Also authority to determine operating power by direct measurement of ant. power.

AMENDMENTS

KOIN KOIN Inc., Portland, Ore.—CP change frequency from 970 kc to 660 kc, increase 5 kw to 25 kw, install new equip. and make changes in DA-DN, amended to change power to 50 kw, change type trans., changes in DA-DN and change trans. site.

APPLICATIONS DISMISSED

WTIC-FM The Travelers Broadcasting Service Corp., Hartford, Conn.—CP change frequency from 45.3 mc to 43.3 mc, change service area and install new trans. and ant. (Request of attorney).

Standard Life Broadcasting Co., Meridian, Miss.—CP new standard station 1450 kc 250 w unl. (Request of attorney).

WMRC Textile Broadcasting Co., Greenville, S. C.—CP change frequency from 1490 kc to 550 kc (Request of attorney).

NOVEMBER 1

Columbia Broadcasting System Inc., New York—Authority to transmit programs to CJAD Montreal.

APPLICATIONS were filed in behalf of following stations for license renewal: KBKR KBUR KDB KFH KGCU KGKY KNEL KNOW KOL KPAB KPLT KVWC KWBR KYOS WASK WDAN WDSU and aux. WGAL WGTC WHKT WJDX WKAT and aux. WKBV WKBZ WKNY WKRO WMRC WMRF WNLC WOOD and aux. WORC WOSH WRGA WRR and aux. WSAI and synch. amp. WSAP WSTP WTMC WWSW and aux.

970 kc

WICA WICA Inc., Ashtabula, O.—Involuntary transfer of control from C. A. Rowley, deceased, to Robert B. Rowley and Donald C. Rowley, trustees under will of C. A. Rowley, deceased.

1240 kc

KCOK Herman Anderson, Tulare, Cal.—License to cover CP for new standard station. Also authority to determine operating power by direct measurement of ant. power.

1490 kc

WJBK James F. Hopkins Inc., Detroit—License to cover CP for installation new aux. trans. Also authority to determine operating power by direct measurement of ant. power.

1520 kc

Eastern Broadcasting Co., Long Island, N. Y.—Petition filed for reinstatement of application for CP new standard station 1 kw limited hours.

AMENDMENTS

The Haverhill Gazette Co., Haverhill, Mass.—CP new FM station on 46.5 mc with 4,340 sq. mi. coverage, amended to change coverage to 4,208 sq. mi. and change trans. site.

WHP Inc., Harrisburg, Pa.—CP new FM station on 43.5 mc, 27,450 sq. mi. coverage, amended re change in trans. site.

KPLC Calcasieu Broadcasting Co., Lake Charles, La.—CP change frequency from 1490 kc to 1470 kc, increase 250 w to 1 kw, install new trans., and change in ant., amended re change type trans., install DA-DN and change trans. site.

United Broadcasting Co. Inc., Montgomery, Ala.—CP new standard station 1600 kc 1 kw unl., amended re change type trans. and ant. and change studio site.

Valley Broadcasting Co., Columbus, Ga.—CP new FM station, coverage of 12,500 sq. mi., amended re studio site.

Southern Minnesota Broadcasting Co., Rochester, Minn.—CP new FM station on 43.7 mc, 15,400 sq. mi. coverage, amended to change frequency to channel to be assigned, change coverage to 5,000 sq. mi. and change type trans.

Drovers Journal Publishing Co., Chicago—CP new FM station on 48.7 mc, 10,800 sq. mi. coverage, amended to change frequency to channel to be assigned, change trans. and studio sites, change type trans. and ant. changes.

Wisconsin Radio Inc., Milwaukee—CP new FM station on 46.1 mc, 7,750 sq. mi. coverage, amended to change name of applicant to Midwest FM Network Inc., change frequency to Channel 55 (98.9 mc), change coverage to be assigned, change trans. site, change type trans., and ant. changes.

BMB Adds Three

THREE Louisville stations—WAVE WHAS WINN—have signed membership contracts with BMB, Hugh Feltis, president of the audience measuring organization, reported last week following a visit to Louisville.

DO YOU SAMBA?

Millions of Americans in the U. S. A. do . . . and they can rumba and tango and conga as well.

The music of our Good Neighbors has been warmly accepted here. The exotic tone, the rhythmic beat, the rich musical heritage of Latin-American music never fail to gain the response of music lovers in this country everywhere.

Broadcasters have found a faithful audience among listeners who prefer the best in "Good Neighbor Music." Because of this nation-wide interest, BMI has maintained a leading role in bringing to radio the very finest in Latin-American music.

BMI controls exclusive performance rights in most of the music of Brazil, Mexico, Chile, Argentina, Cuba, Uruguay, among others. When you look for "Good Neighbor Music"—look to BMI.

THERE'S a BMI Hit For Every Type of Show

BMI BROADCAST MUSIC, INC.
580 FIFTH AVENUE NEW YORK 19, N.Y.
New York • Chicago • Hollywood

Many Qualify for Radio's 25-Year Club

Sarnoff, Manson Head North American Service List

EIGHTY-EIGHT of the 180 North American members of the Twenty Year Club qualify by length of service for a Twenty-Five Year Club, a survey by BROADCASTING shows.

Gen. Sarnoff

The Club — a charter-less, officer-less and fund-less association of radio veterans — was organized by H. V. Kaltenborn, NBC commentator, April 4, 1942. Its membership represents all types of professions allied with broadcasting — technical, managerial, musical, theatrical, etc.

This list does not include all 25-year veterans, but is based solely on membership in the Twenty Year Club. Membership can be obtained, Mr. Kaltenborn explains, merely by making application accompanied by sufficient proof supporting the date applicant started in radio.

Earliest by chronological count in U. S. broadcasting field was Brig. Gen. David Sarnoff, RCA president. He began his broadcasting career in 1907 as junior telegraph operator with Marconi Wireless Telegraph Co. Only Donald Manson, assistant general manager of the Canadian Broadcasting Corp., antedates him. In 1906 he was with the English Marconi Co.

Following are the 25-year veterans, their present positions and the year in which they became allied with the art:

Name	Present Position	Year
Frank A. Arnold,	Public Relations Counsel	1920
J. L. Ashby,	V-P, General Counsel, NBC	1911
Patrick Henry Barnes,	NBC, CBS, American, MBS m.c.	1919
Stanley W. Barnett,	WOOD Station Manager	1914
A. A. Benson,	WIL President	1917
Quincy A. Brackett,	WSPR President	1909
J. L. Bragdon,	RCA Dept. of Information	1920
Charles E. Butterfield,	AP Radio Editor, N. Y.	1906
Prestes H. Caldwell,	Editor, "Electronic Industries"	1904
Robert F. Campbell,	Radio Notes, Greenwich "Time"	1920
George Roy Claugh,	KLUF Owner and President	1909
R. P. Coates,	CKY	1911
K. Cohan,	CBS Ex-Director of Engineering	1914
David J. Conlon,	WLW Engineer	1919
Edward R. Cullen,	NBC Assistant to Operating Engineer, N. Y.	1915
Joseph D'Agostino,	NBC Engineer, N. Y.	1915
H. S. Davis,	NBC Recording Supervisor, Chicago	1919
Fred Dinsdale,	WAGE Program Director	1910
Irwin L. Dunham,	NBC Radio Dir., New York	1920
S. Franklin Dunham,	NBC Educational Dir., New York	1916
Erin E. Dunlap Jr.,	RCA Dir. Advertising, Publicity	1912
John W. Elwood,	KPO General Manager	1917
Walter Evans,	Westinghouse Vice-President	1915
E. Dare Fleck,	KDKA Traffic Manager	1920
John M. Flynn,	WEAF Asst. Chief Engineer	1918
Charles E. Francis,	WEAF Transmitter Engineer	1915
Arthur Giammatteo,	WEAF Senior Transmitter Engineer	1915
Henry E. Goldenberg,	WHB Chief Engineer	1919
W. W. Grant,	MBE, Squadron Leader, CBC Supervising Engineer	1915
Gerald Gray,	WEAF Engineer	1913
S. D. Gregory,	Schenley Distillers Radio Director	1919
Raymond F. Guy,	NBC Radio Facilities Engineer, New York	1911
O. B. Hanson,	NBC Chief Engineer, Vice-President, N. Y.	1911
George D. Hay,	WSM Audience Relations Manager	1920
William S. Hedges,	NBC Vice-President	1918
Harry E. Hiller,	NBC Engineer, New York	1919
F. B. C. Hilton,	CBR Chief Operator	1917
A. W. Hooper,	CKRC Chief Engineer	1916
Andrew W. Hopkins,	Chairman, Dept. of Agricultural Journalism, Wisconsin U.	1919
Gerard F. Hudon,	CBC Control Supervisor	1920
Earl C. Hull,	WHLD General Manager	1910
William A. Jacoby,	WJR Radio Editor	1919
George H. Jaspert,	Boston "Herald-Traveler," Radio Consultant	1920
George Arthur Kemp,	CBC Broadcast Operator, Master Control	1920
Edgar Kobak,	MBS president	1915
Edwin A. Kraft,	Northwest Radio Advertising Co. Manager	1914
Vincent I. Kraft,	Seattle Consulting Radio Engineer	1909
Henry Ladner,	NBC Assistant General Counsel	1915
Edward B. Landon,	KDKA Control Room Operator	1912
Loyal L. Lane,	NBC Engineer, New York	1916
W. F. Lanterman,	NBC Maintenance Supervisor	1919
Walter R. Lindsay,	WMAQ Engineer	1909
Paul A. Loyet,	WHO Vice-President, Chief Engineer	1919
E. B. Lyford,	NBC Station Relations Dept. Ass't Mgr.	1920
Howard C. Luttgens,	NBC Engineer, Chicago	1915
Donald Manson,	CBC Assistant General Manager	1906
George McElrath,	NBC Engineer, New York	1919
Walter McKinley,	NBC Engineer, New York	1918
John McNamee,	CBC Halifax, Music and Record Librarian	1920
William T. Meenam,	WGY News Manager	1920
Alfred Hammond Morton,	Natl. Concert & Artists Corp. President	1920
Dwight A. Myer,	Westinghouse Stations Engineering Manager	1917
Eugene P. O'Fallon,	KFEL President, General Manager	1918
Robert H. Owen,	KOA Engineer in Charge, Asst. Manager	1916
Ross Jay Plaisted,	NBC Television	1916
J. H. Poppele,	WOR Secretary, Chief Engineer	1911
W. J. Purcell,	GE Engineer Broadcasting and Telecasting Operations	1912
Harold E Randol,	WBZA Plant Manager	1917
Joe Rines,	American Director-Producer	1920
John F. Royal,	NBC Vice-President	1909
David Sarnoff,	RCA President	1907
John T. Schilling,	WHB Vice-President, General Manager	1914
Reginald A. Scantlebury,	CBC Engineer in charge CBL Transmitter	1916
T. E. Schreyer,	NBC Operation Supervisor, Chicago	1918
John C. Slade,	Fort Hamilton Broadcasting Co., Vice-President, General Manager	1911
Ralph E. Sneyd,	CBR Office Manager	1910
Sigmund Spaeth,	The Tune Detective; Ex-President NAACC	1920
Daniel N. Stair,	NBC Engineer, International Transmitters	1918
Edgar Stone,	CBC Supervisor of Production, Continuity, Commercial Division	1909
E. O. Swan,	CKEY Chief Engineer	1920
R. J. Swanecamp,	NBC Engineer, New York	1912
Norman Tyson,	NBC Auditor	1917
Walter Van Nostrand,	Owner, Van Nostrand Radio Engineering Service	1914
Clyde D. Wagoner,	Head of GE News Bureau	1919
J. H. Weinheimer,	New England Tel. and Tel., District Manager	1908
Edmund Whittaker,	NBC Engineer, New York	1915
Gordon R. Windham,	NBC Engineer, New York	1914
Samuel Woodworth,	WFBI General Manager	1913

"FOR THE GREATEST tact and judgment" in handling military security and the War Dept.'s relations with all media of information, Albert L. Warner is awarded the Legion of Merit. Maj. Gen. Alexander D. Surles (r), War Dept. director of Information, pins the medal on him. Mr. Warner, now head of the WOL radio news bureau, was chief of the Army's War Intelligence Division, with rank of colonel. Ceremonies took place last Wednesday in Washington.

Good Wishes

UNITED COUNCIL of Church Women, representing ten million Protestant women, at its National Board Meeting in Washington, Oct. 26-27, extended good wishes to the radio industry on its 25th anniversary and urged "careful guarding of the freedom of the air in this new and epochal era."

Yankee Meeting

YANKEE NETWORK station managers met in Boston Oct. 31 to attend a screening of "The First Yank into Tokyo", new RKO movie, then had luncheon at Copley Plaza Hotel and went on tour of submarines and battleships in Boston harbor.

Probe Recorders

AN INVESTIGATION into the use of recording devices in connection with interstate and foreign message toll telephone service was ordered last week by the FCC to begin Jan. 10. The Commission will inquire into the demand for the devices, the extent to which they might impair privacy and quality of service, whether methods can be employed to indicate to telephone users that a recording device is in operation, and whether further legislation is needed with respect to the devices.

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SALUTES FROM ABROAD

HIGH communications officials of many foreign governments saluted American broadcasting on its 25th anniversary in connection with the celebration of National Radio Week. Broadcasting's part in promoting international relations and its achievements during World War II were cited in the salutes.

Some of the foreign tributes, sent to the NAB, follow:

ENGLAND

"On behalf of the British Broadcasting Corp. I cordially welcome this opportunity of sending to the NAB a message of greeting and congratulation on the significant occasion of the 25th anniversary of radio broadcasting in the United States. We feel that wartime cooperation between our respective systems has rendered service to the cause of freedom and to the public of our own and other countries. We greatly hope that our continued association will in the future vigorously serve the cause of peace.

"It was our pleasure to meet you and your fellow members of the American radio industry during the recent radio executives tour. I would therefore take this occasion of recording our happy memories of that visit.

"W. J. HALEY,
Director General."

"May I respectfully add felicitations and good wishes of New York Office of BBC.

"CHARLES BREWER,
North American Director."

FRANCE

"On the occasion of the 25th Anniversary of American Radio, I have the honor to address a brotherly salute from the French Radiodiffusion. Our people have not forgotten that the American Radio, during our terrible years of occupation, brought permanent comfort and confidence.

"You have helped us greatly to endure the worst sorrows and we thank you.

"In the future the radio will serve to bring the peoples together. Be assured of our total collaboration in the service of peace.

"I personally hold the warmest recollections of our recent meeting in Paris.

"JEAN GUIGNEBERT."

DENMARK

"On occasion 25th Anniversary the Danish State Radio presents most cordial congratulations and best wishes for success and progress of American broadcasting companies in years to come. At same time we express deepfelt gratitude for the great help and encouragement which American broadcasts meant to Danish listeners during German occupation of Denmark and for American broadcasting companies' readiness to offer broadcasting facilities to representatives of Denmark after liberation.

"As visible token of gratitude and joy the Danish State Radio will in near future for disposal of American Government present the American minister in Copenhagen with porcelain vase with inscription.

"STATSRADIO DENMARK."

AUSTRALIA

"Australian Radio sends warmest greetings and congratulations great American broadcasting services this significant anniversary. War gave broadcasting in Pacific its biggest job yet. If we in Australia were able succeed in warradio it was largely due cooperation our American friends. No selfishness or advantage was allowed to interfere with exchange of ideas of technical information and facilities of programmes of personnel. What you had you gave us, what we had we gave you in finest spirit team work.

"Broadcasting has assumed new vast importance but will be able to serve its great purpose fully only if international cooperation forced in war is carried into peace.

"My fervent wish is for close 'Australiamerican' radio relations.

"RICHARD BOYER, *Chairman,*
Australian Broadcasting Commission."

SOUTH AFRICA

"On behalf of the Board of Governors, the Director-General and staff of the South African Broadcasting Corp., the Chairman, Professor Leo Fouche, sends greetings from Johannesburg, South Africa, to Judge Justin Miller, president of the National Association of Broadcasters on the occasion of the 25th Anniversary of the birth of broadcasting in the United States of America. Cooperation between United States broadcasting and that in South Africa goes back the whole of 20 years when a phonograph record made in Cape Town by the staff of the Cape Town Broadcasting Station was sent to the famous KDKA from where it was broadcast and heard well in this country—half across the world. Best of luck or, in our other official language—Afrikaans—'Veels geluk.' (Pronounced 'fils kh*eluk.*')

"H. M. MOOLMAN,
Director."

CHINA

"It has been well known that a broadcasting facility is by any means an effective tool for the promotion of education—and for the harmony of mankind—really an essential requirement for the enlightenment of world civilization. The elevation of the United States of America to the position of a leading nation is due mainly—or at least a good part—to your bright achievement during the past 25 years.

"I take this opportunity to express my heartfelt admiration of the brilliant effort you have thus undertaken—and to congratulate your forthcoming Twenty-fifth Anniversary of broadcasting in the United States which will date a brighter prospect of your future contribution to the whole world.

"FUNG CHIEN,
Director of XGOY, Chungking."

NORWAY

"We tender our warmest congratulations on occasion Twenty-fifth Anniversary of the beginning of broadcasting in the United States. I send you personally my best wishes remembering your kindness to me in New York 1940.

"SUNDT, *Director General,*
Norwegian State Broadcasting."

CANADA

"On this occasion of the 25th Anniversary of broadcasting in the United States may we extend to you congratulations on the magnificent service performed during that period with best wishes for even greater service and prosperity in the years to come.

"HOWARD B. CHASE, *Chairman,*
Canadian Broadcasting Corp."

GREECE

"Greek National Broadcasting Institution participates wholeheartedly 25th anniversary, recalling with emotion contribution USA broadcasting in United Nations strife for freedom and independence. We address you warmest congratulations and best wishes.

"DIRECTOR GENERAL PETIMEZAS."

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NAB Board Meet Is Set for January

NAB Board of Directors will hold its next meeting Jan. 3-4 at the Hollywood Roosevelt, Los Angeles. The session will be forerunner to the annual winter series of NAB district meetings.

Important industry problems have been developing since the last meeting Oct. 1-2 at the time Judge Justin Miller was inaugurated as president. They are expected to crystallize by the year-end and be ready for board action.

Reorganization of the association's operations is proceeding as Judge Miller and A. D. Willard Jr., executive vice-president, get into the swing of NAB activities. Two major steps, for example, are the merger of FM Broadcasters Inc. and appointment of Edward M. Kirby as public relations counsel.

Mr. Kirby will start a thorough study of broadcasting's public relations position this week in anticipation of expanded NAB public relations activity, according to President Miller.

Action is expected before that time on the new employer-employe relations department authorized by the board last August and reaffirmed at the October meeting. Such a department, it is felt in the industry, would prove helpful at present during the Petrillo ban on free pickup of AM music by affiliated FM stations.

Greatly expanded service to stations is being planned by the new administration. Growth of membership and addition of new functions created by merging of FMBI and approaching grants of many station licenses will require staff expansion, it is believed.

District meetings will be given complete reports on NAB progress and will discuss problems yet to be solved. Three meetings have been scheduled thus far: 16th District, Hollywood Roosevelt, Los Angeles, Jan. 7-8; 15th District, Hotel Fairmount, San Francisco, Jan. 10-11; 17th District, Olympic, Seattle, Jan. 14-15.

Schedule for later district meetings may be announced within a week.

Mrs. Markel to WTOP

HAZEL KENYON MARKEL last Monday was named director of education and public service of WTOP, CBS Washington station (Closed Circuit, Oct. 29). She joins the station Nov. 19 on completion of her terminal leave as lieutenant in the WAVES. While in the Navy, she supervised women's shows, network radio for the WAVES, Navy Chaplain's Corps and Medical Corps, among other duties. Previously she served on the drama staffs of KOIN KALE KWJJ KEX KXL Portland, Ore., and later became director of radio for Portland's public schools. When commissioned in 1943, she was education and public service director for KIRO, CBS Seattle station.

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PAYABLE IN ADVANCE—Checks and money orders only—Minimum $1.00. Situation Wanted 10c per word. All others, 15c per word. Count 3 words for blind box number. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

Help Wanted

Wanted—Veteran first class license holder for transmitter and/or studio for Rocky Mountain 1 kw outlet. State education and experience. Box 661, BROADCASTING.

Continuity writer-experience. Good position with 1,000 watt midwest regional network station for copy writer who can produce salable commercial announcements. Good salary based on experience. Send sample scripts with first letter. Box 232, BROADCASTING.

Wanted—Commercial manager 250 watt station in excellent market with dual coast to coast network affiliation. Salary plus bonus. Box 249, BROADCASTING.

Wanted—A woman (preferably) who through experience can handle commercial traffic and availabilities for large middlewestern station. Amiable surroundings in city noted for living at its best. Station has national reputation for its clean commercial policies. Send your complete background to Box 317, BROADCASTING.

Eastern territory for selling radio's top western and other syndicated transcribed libraries—nationally promoted and long established with station, agencies and advertisers. Salary, commission and necessary expenses. Complete details of your qualifications will be kept in strictest confidence. Write Box 318, BROADCASTING.

Chief engineer for progressive local station in east. Network affiliated and FM pending. State all first letter experience, education, salary desired. Want man for regular shift and maintenance. This is good spot for an ambitious person not afraid of work with top pay. Box 326, BROADCASTING.

Announcer wanted. Texas station. Tell all. Box 334, BROADCASTING.

Engineer first. Give history. Texas station. Box 335, BROADCASTING.

Chief engineer—Available Jan. for news local New England station. Make first letter complete. Confidences respected. Box 337, BROADCASTING.

Live wire New York State network station has opening for an experienced announcer. Excellent salary, plus talent opportunities. Send qualifications and audition transcription to Box 366, BROADCASTING.

Wanted—Operators, announcers, engineer, script writer for new 250 w AM station in Rocky Mountain area. Besides ideal working conditions there is low cost of living, hunting, fishing. Please state name, citizenship, background and send snapshot if possible. Box 375, BROADCASTING.

Copywriter—man or woman—by established agency. If you are experienced in writing commercial and retail copy, and not satisfied with your present setup, this is your opportunity. It will pay you to write us, giving experience, age, salary desired. Include samples. Box 393, BROADCASTING.

Wanted—Two first class transmitter operators by new 250 watter in western Penna. State salary requirements and previous experience. Expansion program planned. WDAD, Indiana, Penna.

Veteran preferred for combination operator-announcer newspaper operated 250 watt RCA equipped station. First class license wanted but lower will do. Salary open in line with living costs here. Single man would find less difficulty with housing problem. KRJF, Miles City, Montana.

Wanted—Individual in Washington, D. C. to obtain releases concerning actions of the Federal Communications Commission and forward them to interested party daily. Address Box 424, BROADCASTING.

Operator-announcer. 1st ticket capable of light announcing. $35.00 weekly. Prefer disabled veteran. All applications considered. WTMC, Ocala, Fla.

Wanted—sales engineer—Sales and supervisor, installation FM transmitter equipment, middlewest territory, headquarters Chicago. Excellent connection for engineer with proper background and personality. Full details by letter for interview. R. E. L. Equipment Sales, Inc., 612 N Michigan Ave., Chicago 11, Ill.

Situations Wanted

Program director, six years experience administration with additional background news editing, writing, broadcasting; preparation commercial and sustaining copy; desires executive position east in AM, FM, Television or Educational Radio. Experience resume, audition on request. Available personal interview New York City. Box 344, BROADCASTING.

Topnotch script writer—Veteran, prolific, wrote over 500 network dramatic shows. Can direct, write continuity, news. Two years AFRS. Desire staff job radio, television, agency. Box 354, BROADCASTING.

Ex Merchant Marine radio operator, 30, desires position preferably in broadcast station. Six years experience in point to point telephone and telegraph, coastal harbor telephone and telegraph and shipboard radio stations. First class telephone and telegraph licenses. References. Box 359, BROADCASTING.

Commercial radio time salesman or manager available. Presently employed. Desires change to larger market. 20 years selling advertising. 8 years in radio. Married, producer. Present compensation in small market above $6000.00. Prefer salary and commission basis in west. Box 376, BROADCASTING.

Five ex-servicemen, all with extensive radio backgrounds, desire to invest in and aid in operating new or established progressive station. These men, currently with prominent metropolitan station, have had successful experience in selling, announcing, production, engineering and advertising. Four are married men with families. Box 379, BROADCASTING.

Announcer—Just discharged. Eight years experience. Local stations and network. News, sports and quiz shows. Prefer New York City or Chicago. Excellent references and recommendations. Box 380, BROADCASTING.

Operator—First class, veteran, five years radio. Box 385, BROADCASTING.

Discharged veteran. Two years as announcer. Commercials, turntables and newscasts. Presently employed 1000 watt station in south, but prefer station near Detroit. Box 388, BROADCASTING.

Officer in Army expects discharge soon. Knowledge of Japanese customs and language. 9 years experience NBC affiliated stations as program director, commercial manager. Married. Will go anywhere. Address Box 389, BROADCASTING.

Program director-production manager. Presently employed New York City announcer. Former Army officer, 30, married. Three years experience—announcing and production. Excellent musical background plus sales and announcing experience. A-1 references. Box 392, BROADCASTING.

Experienced announcer-newscaster must change location due to child's health. Prefer central or south Florida. Box 398, BROADCASTING.

Responsible young Navy man soon to be discharged wishes position as sports and general staff man. Can write own copy. Excellent knowledge of all major sports. Box 399, BROADCASTING.

Situations Wanted (Cont'd)

Announcer, veteran, three years all round experience, network affiliates. Specialized sports. Minimum $60.00 week. Available two weeks. Box 400, BROADCASTING.

Engineer - announcer, experienced as chief desires suitable permanent position, midwest or southwest. Available three weeks notice. Box 401, BROADCASTING.

Young woman, staff announcer-writer, desires announcing or woman's show. Three years experience. Box 402, BROADCASTING.

Chief engineer wants Dallas, California-western position. Box 403, BROADCASTING.

Experienced announcer. Commercials, program ideas, production, writing, no news. Dependable, single, best of references. Box 404, BROADCASTING.

Topflight radio announcer, fourteen years experience including news, sports, special events, direction and production. Just completed eighteen months as combat war correspondent with major network in Southwest Pacific. Ready to go to work. Box 405, BROADCASTING.

Announcer—Experienced announcer-actor-narrator, excellent achievement record. Personality disc-shows, news and commercial announcing. References and transcription ready to ship. Box 406, BROADCASTING.

Ex-serviceman. 25, married. Holder of first class telephone and telegraph license. Two years college training. Want permanent position. Box 409, BROADCASTING.

Announcer—2 years experience, commercials, news, ad lib. Age 25, married, 1 child. Sober, reliable, best references. Discharged Army Intelligence. Prefer northeast. Presently employed NBC-MBS affiliate. Box 410, BROADCASTING.

I wish position with midwest station announcing. Have no civilian experience but eighteen months operating experience AFRS. Wish to continue work upon discharge. Am a willing worker. Box 411, BROADCASTING.

Experience counts. We handle all or any part of that radio station from the idea in your head to "on the air" operational procedures. We have saved much for others, let us save for you. Box 412, BROADCASTING.

Veteran with 5 years Naval experience honorably discharged desires top engineering connection with progressive station in San Diego, California. Background includes 12 years' broadcast engineering experience with regional stations. Studio and transmitter installations. Navy background includes all phases of radio engineering including land lines transmitter installations. Married, late thirties. Best references. Box 413, BROADCASTING.

Veteran, communications officer, first phone and amateur licenses, college graduate, major in statistics, desires commercial position in radio. Lt. G. S. Rooker, 4826 Garland, Dallas, Texas.

1st class operator: veteran, 6 years radio experience, including broadcast and research. Desires position with midwest station. Vernon Samuelson, Wyoming, Minnesota.

Discharged Navy veteran, 28 and single, desires position as transmitter operator or combination operator and announcer. Hold first class radiotelephone license. Not looking for a gold mine but a good opportunity to get started again. Write B. H. Martin, 3119 Choctaw Drive, Baton Rouge 7, La.

Situations Wanted (Cont'd)

Experience (chief) announcer, versatile. 2 years 1000 w network affiliate. News-commercials-sports. Amiable-ambitious-single-will travel. Seeks position progressive station. Bob Miller, c/o William Honig, 294 Union Ave., Brooklyn, N. Y.

Veteran—ex-program director, 50,000 w station, has network job available but desires medium size city. Qualified program or special events director. College graduate, thirty years old. Richard L. Linkroum, 53 East 87th St., New York, N. Y.

Writer—Veteran: Publishing and advertising production experience. Seeks opportunity where writing ability is required. Will accept any opening in radio, agency, public relations or promotion in New York. F. S. Lida, 1335 College Ave., New York City 56.

Radio announcer, copy writer, vocalist, experienced. Air Force veteran technical background recording engineer. Audition record on request. Available immediately. Stan Gordoni, 1258 S. Michigan, Chicago. Phone: Webster 2161.

New York, Brooklyn stations — Want part time in any capacity evenings, all day Saturdays, Sundays. Majored advertising, marketing. John Hyde, 88 Park Place, Brooklyn 16.

Continuity-production man just discharged. Interested in progressive radio station. 1½ years continuity director 1000 watt selling station, 2 years Army public relations programming, producing, supervising three hours varied programs weekly. Kent Saunders, 436 S. Vine St., Kewanee, Ill.

Young man, who desires to start in radio—formally of U. S. Army Air Forces—has announced Naval shows at Terminal Island in Los Angeles. Good personality, clear deep voice. Studied announcing 1 year. Took Radio Drama at Los Angeles City College called "Radio Workshop". Sings. Desires to go either Florida, New York or anywhere in California. Write to: Ted LaGrone, 7128 Hollywood Blvd., Hollywood, Calif.

Technician—2 years commercial communications, 4 years Army Radar. Specialized in Radar and FM Siting. 7 November discharge. Prefer west. Is David Scott c/o Waltz, 242 East 19th St., N. Y. C.

Chief Petty Officer discharged, desires announcing job on midwestern small station, or southwest. Single, 35, with considerable mike experience in Navy. Charles Shepard, 7711 North Marshfield, Chicago, Illinois.

Serviceman awaiting November discharge. Married, one child, holds first phone ticket, wants job in Florida. Experience at 250 watt station as announcer-engineer. Two years on Navy radio Radar. Robert S. Bower, ART 1c, USNR, c/o Roy K. Jordan, 2923 S. W. 27th Terr., Miami 33, Fla.

Station-sales manager able to produce under tough post war conditions. Navy officer awaiting December 1st release. Ten year radio, motion picture and advertising agency experience. Age 33, married. Willing to invest. Lt. Comdr. John Morgan, USNR, 2505 North Tripp Ave., Chicago, Illinois.

Manager smaller market station—Looking for that situation where you need ambition backed by general sales, program, public service, etc. "Know how" experience to make your station a producing, respected community institution. Box 415, BROADCASTING.

Former copy and continuity chief, N. Y. station. Commercials, spots, continuity, scripts, publicity. Agency experience. Want station or agency connection N. Y. or west coast. Three years Army public relations. Nathan Berlin, 160 W. 77th St., New York, N. Y. Trafalgar 7-6962.

STATION EXECUTIVE AVAILABLE

Experienced in station management and sales management. Age 37. Twelve years of commercial broadcasting experience, not including the three years I have spent in the Navy. Married, sober and know how to make your station pay while rendering a public service of the highest degree. Successful union negotiator.

Background: Announcing, writing and producing in small market stations, advancing to a major market regional in the southwest. Commercial management and later management of a midwestern basic market independent that never was and never has been in the black except under my direction. Account executive for a dominant radio station representative. Commercial management of an eastern NBC basic newspaper affiliated station where revenues hit an unprecedented high under my sales direction. Entered service at this point. Thoroughly experienced in regional network sales.

My release from the Navy will be within the next few days, following which I shall take a month's vacation and then spend approximately six weeks looking after my personal property. I will be available February 15, 1946. An interview can be arranged prior to that time.

I am not interested in "just a job" because I can return to my station connection from which I entered the service. I am interested in an affiliation with reputable people where integrity and "know-how management" will be rewarded. If you have a proposition in a basic or major market to discuss that offers five-figure compensation, I am available for interview and can furnish references from the best in the business. Reply to

BOX 407, BROADCASTING

●

National Representative. Offers opportunity for leading Chicago time salesman in Chicago office.

Box 419, Broadcasting

Situations Wanted (Cont'd)

Television pioneer—Newspaperman seeks post in television. 15 years experience in publishing, advertising, promotion, research; television surveys commended by FCC and top executives of radio industry. Veteran. U. S. Navy. Harry Jordon, 1759 E. 17th St., Brooklyn, N. Y.

Young man holding commercial second-class phone license, wishes position in northern New Jersey or New York City. Box 416. BROADCASTING.

Topnotch news man—Just out of Navy. Excellent background. Two years, newspaper; eight years radio—announcing, writing, special events. Also sales promotion. Best references. Box 417, BROADCASTING.

Engineer-executive. Naval officer to be released about December 1. 15 years background in AM-FM broadcast engineering, installation and maintenance. Experienced in preparation and filing of engineering data with FCC in connection with application of construction permit, transmitter site approval, antenna measurements and proof of performance surveys AM and FM. Permanent position sought with owner of one or more progressive stations planning expansion, improvement or FM installation. Write Box 418, BROADCASTING.

Veteran awaiting discharge. Three years radio announcing experience while in Army. Considerable stage experience as Master of Ceremonies. Desire announcer's job with future. Good newscaster. Go anywhere. Cpl. Johnny J. Bach, 2037 N. Park Ave., Philadelphia.

Announcer—1 year of experience, 28 years old, single, prefer Los Angeles, California or vicinity. Can be ready immediately. Audition record available. Box 420, BROADCASTING.

Control room operator, 5 years control, recording, remotes, maintenance and transmitter. First class license. Employed as transmitter operator at present, desire change to studio or field. Box 421, BROADCASTING.

Correspondent long experience will devote special attention to the particular interests of your area in Washington, D. C. on staff or string basis. Nationwide reputation. Just returned ten years foreign and war correspondent. Box 422, BROADCASTING.

Man well known throughout the industry. 15 years in radio. Successful background in station representation, package programs and station management. Creative sales ability. Write 23A, 1469 Lexington Ave., New York, N. Y.

Navy Officer expecting release November 15 desires newscasting or editing job. Background includes world travel; master's degree journalism; newspaper reporting, publicity, two years' newscasting, editing, public events announcing. Box 423, BROADCASTING.

Combat and coconut happy vet after years of bullets, blood, wants start radio war of words. Can write bright stuff for people with minds open, ethes on. Joseph Horenstein, 300 Wainwright St., Newark, N. J.

Sports and special events man—Agencies, regional networks and large markets attention: Discharged vet from AAF is now set to bring broadcast of basketball to your sports-minded audience on comprehensive basis. Specializes to every sport blow-by-blow, play-by-play plus commentary. Special events and news background. College degree in journalism. Handled new wire reporting jobs on combat missions overseas and managed mobile unit for WAC RS. Handled Madison Square Garden basketball tourney before joining up. Box 414, BROADCASTING.

Announcer—1½ years experience desires permanent position. West coast preferred. Box 425, BROADCASTING.

Discharged veteran, 2 years experience all phases radio broadcasting desires position with live-wire station. Married, 26 years old, go anywhere, prefer Southwest. Ralph Andrews, 2823 W. Cleveland Ave., Milwaukee, Wisconsin.

Wanted to Buy

Wanted—RF Bridge and Field Intensity meter. William Benns, Columbia, S. C.

For Sale

For sale—250 watt station, network affiliate to cash buyer. Sound investment, with excellent record. Write, wire care BROADCASTING, 360 N. Michigan Avenue, Chicago for full details.

Used RCA lateral 70 C pickup complete with switches, filters, base compensators, plus sparehead—and also used RCA vertical 71 C pickup with compensator. Sell as a group or singley. Wire or write your offer Chief Engineer, WKAM, Saginaw, Michigan.

AD COUNCIL BEGINS POSTWAR PROGRAM

AFTER THREE years and ten months of volunteer service given exclusively to government agencies, the War Advertising Council on Nov. 1 embarked on a new peacetime program of public service under its new name, the Advertising Council. In announcing the new program, James W. Young, chairman, said that the organization, representing all branches of advertising activity, will continue to work closely with government, but that it will also extend its facilities to non-government organizations dealing with national programs.

Stating that the continuation of the council is in accord with wishes expressed by leaders of both government and business, Mr. Young said that both advertisers and media owners "had learned from their war experience that public service advertising is, in fact, the best public relations advertising" and that in addition to using advertising to sell goods they saw new uses for it, "which, in promoting the general welfare, would inevitably promote the welfare of business itself."

Talks on Surveys

COMPARISONS made of telephone and non-telephone radio homes show no appreciable differance in co-incidental surveys made of listening preferences, C. E. Hooper told 200 radio and agency representatives at the Drake Hotel, Chicago, Thursday. He stressed the importance of listener attentiveness, signal strength and competitive service in deciding program results.

Griesedieck Expands

GRIESEDIECK Bros. Brewery, St. Louis, Mo., which sponsored play-by-play accounts of St. Louis Cardinals at home games has increased its station list to 15, featuring weekly "Hot Stove League" baseball gossip; daily sportscasts and Saturday football predictions and scores. Stations now carrying the sports programs for Griesedieck include WEW WTAX WSOY WKRO KTTS WJPF KHMO KWOS WTAD WCBS WMBH KWTO KWOC KDRO. Agency is Ruthrauff & Ryan.

Marlowe, late of Memphis, Portland and KGHL will confer great favor by sending information to me. Thanks. Ed Yocum, KGHL.

Microwave Relay System Shown

Transmitters on Bell Labs rooftop.

A MICROWAVE radio relay system employing the pulse position modulation principle and capable of transmitting eight telephone conversations, the same number of facsimile transmissions or 144 telegraphic messages simultaneously was demonstrated Wednesday in New York by engineers of the Bell Telephone Laboratories.

Developed for military use, and actually used in combat in both the European and Pacific theaters, the system is now being tested for peacetime applications. First use will probably be to provide telephone and telegraph links between points separated by water or between mountain peaks where wire line installations are impractical. Passing about 3,000 cycles, system provides good voice transmission and could be used for relaying standard radio programs, although this use is not presently contemplated, it was stated. Band width is far too narrow for use in relaying either FM or video programs, but the telephone company is already working on a radio relay system for such transmission between New York and Boston, under experimental licenses granted it by the FCC.

Similar in principle to the pulse modulation systems recently demonstrated by Federal Telephone & Radio Corp. and by RCA in conjunction with Western Union Telegraph Co. [BROADCASTING, Oct. 1, Oct. 29], the Bell Labs relay system is based on the sampling procedure, whereby each transmission is divided into millionth-of-a-second samples, each messages being sampled 8,000 times a second. All pulses have the same amplitude and frequency as well as the same duration, measuring the amplitude of the speech wave from instant to instant by changing their position in time. Operating at frequencies in the neighborhood of 5,000 mc, the transmission is beamed from and received by parabolic reflectors five feet in diameter.

H-E-L-P!

Announcers needed (3) to bring our staff to peacetime strength. We don't pay off in coca-cola tops, but our minimum is not based on New York. If you are experienced in commercial radio and like the Southwest. Talent, overtime over 40 hours, future, and friendly operation. Contact Bob Watson, KGNC, Amarillo, Texas, NBC affiliate.

RECRUITMENT DRIVE OF ARMY UNDERWAY

KICK-OFF for the largest peacetime recruiting drive by the Army occurred Oct. 27 when the four networks carried announcements during their football broadcasts. NBC and CBS carried messages as a public service due to their policy of not selling time to the government. CBS's Ted Husing gave recruiting reminders between the halves of the game and will continue to do so through November. NBC's Bill Stern carried the message during the preliminary warm-up show and will continue to do same during November.

Army has bought sponsorship of the football broadcasts on American and Mutual for the month of November. Plans are also scheduled to buy 52-week available spot announcements and station chain breaks on every station throughout the country. Advertising campaign is under the supervision of H. L. McClinton, vice-president in charge of radio for N. W. Ayer & Son, Philadelphia, agency handling the account.

Executives Luncheon

RADIO EXECUTIVES CLUB of New York held its semi-monthly luncheon at the Hotel Roosevelt last Thursday, dedicated to "Old Timers Day." Lowell Thomas acted as m.c. of the "Old Timers" such as Paul Whiteman, Marion Jordon, Milton J. Cross, Ray Knight, H. V. Kaltenborn, Arthur Godfrey, etc.

WANTED

Experienced announcer familiar with handling own controls, transcriptions, news. Fine future for competent man whose references will be checked. This is a permanent position. Submit full material including transcription. Apply

Ed Yocum, KGHL, Billings, Montana.

At Deadline...

REORGANIZATION ARGUED; BYRD PLAN TO PRESIDENT

AS SEN. BYRD (D-Va.), chairman of Joint Committee on Reduction of Nonessential Federal Expenditures, submitted reorganization plan to streamline Government to President Truman late last week, the Senate debated the McCarran Reorganization Bill (S-1120). Administration forces argued for amendments giving President authority to reorganize. McCarran Bill would exempt FCC and 12 other agencies.

Sen. Byrd proposed a four-point program: (1) Place all executive agencies under Cabinet control; (2) provide uniformity within departmental organization; (3) effect consolidation and coordination throughout the Government; (4) recommend additional legislation, terminating all remaining unnecessary activities. He would exempt certain quasi-judicial administrative agencies, although he named none. The Senate is expected to pass the McCarran Bill in amended form this week. The House previously passed the Manasco Bill, which differs in many respects from the McCarran measure.

TRUMAN AT GALLERY FETE

PRES. TRUMAN will join his former colleagues in Senate Wednesday afternoon in dedicating new radio room in Senate Wing of Capitol. Invitations to all senators, signed by Richard Harkness, president, Radio Correspondents Assn., announced reception from 4-6, in conjunction with National Radio Week. Four-network broadcast is possible.

Closed Circuit

(Continued from page 4)

Commissioner Norman S. Case, whom Mr. Wills succeeded, be named, if Mr. Case will accept post. President Truman reported, however, to have other ideas.

ANOTHER father-son radio combination of national significance is seen in application of Edward F. Prichard, father of brilliant ex-brain truster, Bob Prichard, for a 250-watter on 1300 kc in Lexington, Ky. Applicant is Kentucky Broadcasting Co.

WALT DISNEY must have more than Mickey Mousish interest in television. He has retained Morris Ernst, famed New York liberal attorney, to handle his radio affairs.

ADD EXPANSION Field Enterprises Inc.: James L. Middlebrooks, for four years on active duty in Navy as lieutenant commander, specializing in radio-radar, joins Field Chicago headquarters staff as technical supervisor. Chief construction engineer for CBS for six years, he designed and installed most CBS O & O stations.

THERE'S "Big Six" at NAB, though its status is simply advisory and possibly temporary. President Justin Miller, upon assuming office, named advisory committee; not an executive group, it includes board members in or near Washington who can counsel with him in hurry. They are: T. A. M. Craven, WOL-Cowles Washington; Clair R. McCollough, Mason Dixon Radio Group, Lancaster, Pa.; Paul W. Morency, WTIC Hartford; Dr. Frank Stanton, CBS New York; F. M. Russell, NBC Washington.

JUDGE MILLER ASKS MEMBERS FOR IDEAS ON NAB SERVICE

WRITING to NAB members, President Justin Miller has asked views on services and activities of the association as part of process of learning intimately all sides of industry problems. The letter asks: What services, which NAB is now performing for you, do you value most highly? What services, which NAB is now performing for you, should be done better? What should NAB do for you which it is not doing at the present time?

"You will understand that as a judge I became well accustomed to hearing both sides of contested cases," he wrote. "Please do not hesitate, therefore, to tell me frankly and fully just what you think, in answer to each question submitted."

ARMY HONORS BROADCASTERS; MILLER PLEDGES COOPERATION

U. S. ARMY paid respects to broadcasting industry as medium of information, weapon of psychological warfare and builder of troop morale in *Army Hour* on NBC yesterday, 4-4:30 p.m. Program brought pickups from distant points showing effectiveness of broadcast technique adapted by Army for war purposes. Judge Justin Miller, NAB president, reaffirmed pledge of broadcasting industry to cooperate with all Government agencies in protecting and reaching and disseminating democratic principles everywhere.

ANGLO-U. S. CONFERENCE PROCEEDINGS DRAWN

AGENDA of British-U. S. informal telecommunications conference in Bermuda Nov. 19 includes discussion of: British and U. S. cables and arrangements for improvements; rates problems; technical improvements in cables and radio communications; continuance of direct circuits obtained for duration and six months after and establishment of new ones for radio-telegraph and telephone; monopolies, undertaking of both Governments not to support their own companies exclusively. Several off-agenda informal discussions may take place, particularly over all spectrum allocations and British proposal for aviation radar markers in 200-225-mc band.

APPLICATIONS for FM stations announced Friday by FCC include Book-of-the-Month Club, New York; Dual Engineering Co., Chicago; and J. W. Woodruff, Atlanta (WGPC Albany, Ga., WRBL Columbus, Ga.).

TRUMAN'S HOOPER

PRESIDENT Truman's Hooper rating of 43.8 on labor address Tuesday night represented 30,820,000 adult listeners and 98.4% of sets in use. Late President Roosevelt still holds all-time record. He rated 79.0 on war message night of Dec. 9, 1941, Mr. Truman broke all daytime records with 64.1 rating for VE-Day announcement at 9 a.m. May 8. He rated 54.1 on broadcast from Berlin Aug. 9.

People

WILLETT M. KEMPTON takes office Nov. as chief of Radio Section, Dept. of Interi [CLOSED CIRCUIT, Oct. 29]. He replaces Shan non Allen who has opened radio producti offices in New York and Washington. M Kempton was deputy chief of OWI's Domes Radio Bureau, and UNCIO radio relatio officer.

HAROLD W. KENT, in charge of univers military training, Special Planning Divisio War Dept. Special Staff, now Col. Kent, havi won eagles last week. On Feb. 1 he returns civilian post, radio director, Chicago schoo

LES QUAILEY, for 10 years sports specia with N. W. Ayer & Son, Philadelphia, charge of radio and field work on Atlan Refining Co. sportscasts, resigns Dec. 3 become director, Scholastic Relations Bure Scholastic Sports Institute, New York.

BOB WOOD, discharged wounded veteran a former head of WOR New York western sal office, is station's new commercial progra sales director.

GEORGE J. PODEYN, general manager WHJB Greensburg, Pa., recuperating fro auto accident in which he broke knee-caps.

PAUL SCHEFFELS, American, promoted manager of net's New York newsroom.

PORTER SEES FM GROWTH

CHAIRMAN Paul Porter of FCC predic Friday night that applications for new F stations will soon equal number of standa stations and that 2,000 to 3,000 FM outle may be in operation within next five years. transcribed address over WRVA Richmond occasion of its 20th birthday, Mr. Porter s that technical developments during war w be evidenced in postwar television. With fa simile, he added, "it is apparently only a que tion of time before radio will bring us a dai newspaper, complete with photographs a comic strips."

FM BAN NOT EXTENDED

PETRILLO demands for employment of do ble the number of musicians used on a pr gram whenever that program is broadca simultaneously by AM and FM stations ha not been extended past the networks Friday though operators of FM as well as AM st tions had been braced for the blow all week

AMERICAN GROWS UP

AMERICAN BROADCASTING CO. had gro billing of $29,251,786 for first nine months o 1945, increase of 1.1% over same period 1944. Food and beverage led with $9,192,9 Spot sales placement was $350,000 worth new business on five stations it represent up 22.5%.

BRECHNER HEADS VA SERVICE

BROADCASTS designed to help war vetera and his family keep posted on benefits offere under GI Bill of Rights and other legislatio is objective of newly-created Radio Service Veterans' Administration, Office of Publ Relations, Washington. Lt. Joseph L. Brechne formerly AAF Office of Radio Production an Radio Branch, War Dept. Bureau of Publ Relations, now out of service, is director of V Radio Service. He plans to name regional ma agers throughout country to assist local st tions with veterans' programs. Services wi include fact sheets, prepared scripts, tra scriptions.

ADVERTISING MUST PACE PROGRESS

. . . and Diogenes Smiled!

Diogenes must have smiled when, in 1911, farsighted advertising men endorsed the Model Statute framed by Printers' Ink. Subsequently adopted by 25 states, this Statute led to the establishment of Better Business Bureaus throughout the country, and pioneered censorship from within the advertising business. More than this, by making *Truth* a selling standard, public confidence in advertising was established, and the upgrading of advertised products stimulated.

ANY PERSON, FIRM, CORPORATION OR ASSOCIATION WHO, WITH INTENT TO SELL OR IN ANYWISE DISPOSE OF MERCHANDISE, SECURITIES, SERVICE OR ANYTHING OFFERED BY SUCH PERSON, FIRM, CORPORATION OR ASSOCIATION . . . MAKES, PUBLISHES, DISSEMINATES, CIRCULATES, OR PLACES BEFORE THE PUBLIC . . . IN A NEWSPAPER OR OTHER PUBLICATION . . . AN ADVERTISEMENT OF ANY SORT . . . WHICH CONTAINS ANY ASSERTION, REPRESENTATION OR STATEMENT OF FACT WHICH IS UNTRUE, DECEPTIVE OR MISLEADING, SHALL BE GUILTY OF A MISDEMEANOR.

In the DISTRIBUTION DECADE

Advertising Must Continue To Inspire Confidence!

Advertising has a man-sized job to do in the Distribution Decade! In order to prevent an economic depression, our nation must consume at least 40% more than in the prewar era.

Money, manufacturing facilities, manpower and materials will be abundant. With Advertising functioning at its unhampered best, the big task of rapid, efficient, economical distribution *can be done!* But in the doing, Advertising must zealously guard its established standards of integrity, for to be effective, Advertising must *inspire confidence!*

At The Nation's Station, we will be striving to elevate still further in the Distribution Decade, those high standards of honesty in advertising long advocated by WLW.

WLW

DIVISION OF THE CROSLEY CORPORATION

THE NATION'S MOST MERCHANDISE-ABLE STATION